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ANPA Enters Wide-Open Press Battle

Resentment Aroused as FCC's Probers Raid Newspaper and Radio Files

A WIDE OPEN fight, with no holds barred, against the FCC's station-newspaper divorcement proceedings was presaged last week with the revelation that the American Newspaper Publishers' Assn. will intervene in the inquiry now scheduled to begin July 23. ANPA is entering the case out of conviction that the issue transcends mere fact-finding and is really aimed at the nation's press.

Simultaneously, there developed deep resentment among newspaper stations over the latest foray of the FCC in rummaging through the files of stations to procure grist for the inquiry. In a dozen quarters, widely separated geographically, Commission investigators have in effect flashed their badges and demanded the right to examine all files relating to any aspect of joint operation of newspapers and stations.

Raiders of Files

Press associations serving radio, and even the major networks, have been called on during the last fortnight, it was reported, under instruction of the FCC investigating unit, headed by David Lloyd, who in turn received orders from FCC Chairman Fly.

Branded as an out-and-out "fishing expedition", these intramural investigations evidently have sought only data that would reflect unfavorably upon dual radio-newspaper operation, according to reports received by BROADCASTING. In several instances the investigators were asked to specify the precise correspondence or contractual data they desired. NBC and CBS, it is understood, declined to throw open their files unless specific data were enumerated.

Last Friday Commissioner Ray C. Wakefield admitted he had signed "several subpoenas" but indicated that they had not yet been served. The FCC had authorized Commissioner Wakefield to sign subpoenas. MBS as well as the other networks was called on by FCC investigators, and indicated it would "cooperate". It is understood that among the subpoenas already signed are those covering NBC and CBS. In one quarter it was stated the subpoenas were more in the nature of "indictments".

Acting upon instruction of the ANPA board of directors, Walter M. Dear, president of ANPA and publisher of the *Jersey* (City) *Journal*, announced last Wednesday the board had instructed its general counsel, Elisha Hanson, of Washington, to appear in the investigation. Mr. Hanson will file an appearance on behalf of the powerful newspaper group by July 18, the due date.

"This action has been taken," Mr. Dear announced, "because it is apparent that the inquiry is undertaken for the purpose of disqualifying anyone engaged in the newspaper publishing business from engaging in radio broadcast business. An order to this effect would clearly be discriminatory and illegal.

"The views of this association will be presented through counsel. Every effort will be made to protect all engaged in our business from such discriminatory action."

The ANPA action came after distribution by the FCC of its 14-page questionnaire to all stations, eliciting information on newspaper-station practices by going far beyond the scope of station operation per se [BROADCASTING, July 7]. The questionnaire, together with a supplemental order (79-A) outlining issues to be met at the hearing, were released by the Commission 10 days ago.

Immediate reaction was that the Commission did not propose to confine its inquiry to the question of newspaper ownership, but that it proposed to go far beyond this and actually invade press association activities, purported coloring of news by radio sponsors, and the competitive effect of joint ownership upon independently-owned stations.

This reaction was buttressed when the corps of FCC investigators descended upon stations, networks and press associations to comb through their files.

Until a week or so ago, reports had been received of sporadic "investigations" by the FCC investigations" by the FCC investigation unit, created by FCC Chairman Fly about a year ago. But the "dragnet" type of field investigation apparently did not develop until late June when Chief Investigator Lloyd sent forth his men as well as a number of attorneys and accountants borrowed from other divisions. This came, presumably, when Chairman Fly decided to proceed with the July 23 date for opening of the inquiry.

Gestapo?

One of the recent reports, only whispered about in the industry, was the sudden appearance June 17 of two FCC investigators at NBC headquarters in Washington. This was the day NBC President Niles Trammell was to testify before the Senate Interstate Commerce Committee on the White Resolution designed to stop the FCC's anti-monopoly regulations and provide a full-scale investigation of the FCC, with a view toward new legislation.

The investigators, according to the report, asked for local correspondence files. Upon advice of counsel, however, the data was not turned over, with the suggestion that specific requests be made.

No official comment came from NBC or its attorneys, but those who had heard of the incident branded it a "Gestapo" type of operation and probably designed to unnerve the NBC president before his committee appearance.

While it had been freely stated until a few days ago that the July 23 starting date would not hold, since neither the FCC nor the Newspaper-Radio Committee conceivably could be ready, there is no

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Three Major Networks Confer To Avert Monopoly Action

Wheeler-Inspired Sessions Take Up Main Issues; Prospects of Postponement Thought Bright

WITH LESS than a month remaining before the Aug. 2 effective date of the far-reaching network monopoly rules, directing heads of the three major networks have been holding periodic meetings in the hope of narrowing differences on the rules and paving the way for action calculated to result in a postponement.

Following sessions held in both Washington and New York during the week of June 30, heads of NBC, CBS and MBS met in New York last Thursday in a third conference, upon suggestion of Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, that they endeavor to settle their own disputes by compromise.

Further Sessions

If and when that is accomplished it is presumed Senator Wheeler will be notified and possibly a session arranged with FCC Chairman James Lawrence Fly, spearhead of the Government drive to regulate relations between affiliates and networks.

Present at the session last Thursday were Niles Trammell, president, and Frank Mullen, vice-president and general manager, of NBC; Edward Klauber, executive vice-president, and Paul Kesten, vice-president of CBS; and Fred Weber, general manager, and Louis G. Caldwell, general counsel, of MBS. With Wm. S. Paley, CBS president, substituted for Mr. Kesten, they also were the participants in the meeting the preceding Thursday in New York, as well as at the June 30 session in Washington, attended also by Senator Wheeler and Ed Craney, general manager of KGIR, Butte [BROADCASTING, July 7].

Mr. Trammell, it is understood, conferred informally with Chairman Fly last Tuesday in Washington. Mr. Paley also was in Washington but did not visit the FCC. Both network heads, however, conferred separately Wednesday with Chairman Wheeler.

To effectuate the Aug. 2 postponement, the quid pro quo may be

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Rising Scale of Fees Offered To NBC Networks by ASCAP

Society Counters With Its Own Blanket Proposal; Triple Damage Suit Still Discussed

AVOIDING a rejection of NBC's proposal for return of its repertoire to the Red and Blue, ASCAP has countered with another blanket contract proposal, with both groups studying the figures in the hope of reaching an accord.

Following a meeting of the ASCAP board July 3, during which both the NBC and CBS contract proposals were discussed, E. Claude Mills, chairman of the ASCAP administrative committee, and John G. Paine, ASCAP general manager, conferred last Monday with Niles Trammell, president, and Mark Woods, vice-president and treasurer of NBC.

Rising Rate

The tentative counter-proposition, it is understood, provided for a blanket commercial network contract calling for 2½% of net receipts from the sale of time for the initial two years 3% for the second two years and 3½% for the balance of the proposed nine-year period. This was as against NBC's proposition of a flat 2½% for the duration of the contract [BROADCASTING, June 30].

On both sides it was indicated the discussions are entirely harmonious and an amicable solution appears in the offing. Any proposition agreed to as between NBC and ASCAP negotiators, however, presumably will be subject to approval of their respective boards.

Apparently, serious negotiations with CBS on its proposal have not been undertaken, pending the outcome of the NBC conversations. ASCAP heretofore has insisted that it would stand on the MBS contract, which, under blanket license provisions, called for a 3% royalty on network programs for four years and for 3½% thereafter until 1950. The CBS proposal to pay ASCAP 2% of network net receipts after deduction of line costs and expenses, with a graduated scale based on income, had been branded "ridiculous" by ASCAP.

ASCAP's revenue from the MBS-type contract, if applied horizontally to the industry, would bring an estimated yield of about $4,200,000 per year, as against $5,100,000 paid by the industry in 1940. This latter figure, however, is bracketed against the $8,000,000 to $9,000,000 which the industry would have been forced to pay ASCAP if the contract originally proffered by the Society had been accepted.

ASCAP contends that the CBS proposal, if applied to the industry, would yield only about $2,500,000 from radio, while the NBC proposal would give ASCAP an estimated annual revenue of more than $3,000,000.

Triple-Damage Suit

Meanwhile, ASCAP persists in keeping alive its threatened triple-damage suit against the industry, specifying NBC, CBS, NAB and BMI and their officers, on grounds of allegedly conspiring to put the Society out of business and bar its music from the air. More than a month has elapsed since ASCAP made its original threat declaring that its lawyers were preparing the suit seeking to reimburse the Society for losses allegedly sustained as a result of the banning of ASCAP music from the major networks and the bulk of the stations since Jan. 1.

In industry quarters, it was thought there was little substance to the threat and that, as a matter of fact, the industry might find itself in a position of turning tables on ASCAP, since it was subjected to payment of arbitrary royalties over a period of years and since ASCAP, in Supreme Court litigation, in effect was adjudged an illegal combination only a few months ago.

Bucky Harris Is Named Grant Production Head

L. G. (Bucky) HARRIS, formerly assistant production manager of NBC central division, Chicago, on July 9 joined Grant Adv., Chicago as radio production manager of the agency's offices in Chicago, New York, Dallas, Mexico City, and Monterey, Mexico. He joined NBC in 1933 and has produced such shows as *National Farm & Home Hour*, *Pot o' Gold* and other network shows. His successor has not yet been named.

Mr. Harris

Mr. Harris' first duties will be to organize the new subsidiary, Grant Adv., S. A., and to supervise production of *Palillo*, a weekly half-hour variety program sponsored by El Aguila, Mexico City, in the interest of Embajadores cigarettes. This show will be broadcast on a 10-station Mexican network, emanating from XEW, Mexico City.

Railroad's Spots

NEW YORK, ONTARIO, & WESTERN RAILROAD, New York, is running a schedule of 36 spot announcements through July on WHN and WBNX, New York, 26 on the latter and 10 on the former. The Caples Co., New York is the agency.

NEW SLANT at baseball greets Dizzy Dean (right), former big league pitcher, as he watches St. Louis games from a seat behind the KWK mike. Dean was signed as baseball play-by-play commentator for Falstaff Brewing Corp., St. Louis, by Harvey Beffa (left), Falstaff vice-president in charge of advertising, at suggestion of the agency, Sherman K. Ellis & Co. Dean secured his release from the Chicago Cubs and went to work during the All-Star game in Detroit. Dean is to receive $5,000 for the remainder of this season and $10,000 for each of the next two years.

Second Station Granted In Palm Beach Region

A SECOND station in the Palm Beach area was granted July 9 by the FCC when a construction permit for a local outlet in Lake Worth, Fla., immediately adjacent to Palm Beach, was issued to Lake Worth Broadcasting Co. to operate on 1340 kc. with 250 watts full-time.

Ownership in the new station is held by seven of the community's leading business, civic and political figures headed by Charles E. Davis, recently elected city commisioner, who is president and 48% stockholder. Others are Robert S. Erskine, realtor and banker, 20%; Ralph C. Roberts, furniture dealer, vice-president, 16%; Jerrold F. Jacob, attorney and recently elected city judge as well as president of the Chamber of Commerce, secretary, 4%; Roy E. Garnett, banker, treasurer, 4%; Tom G. Smith, mortician, 4%; R. E. Branch, banker, 4%.

New Net in Mexico

FIRST Mexican coast-to-coast network has been started by Emilio Azcarraga, owner of XEW, Mexico City, with a variety program for Embajadores cigarettes. Account is handled by Grant Adv. S. A., with XEW feeding 10 stations each Monday, 9:15-9:45 p.m. The program originates in the Bucareli theatre, Mexico City. Stations besides XEW are XETB, Torreon, Coah.; XEKS, Saltillo, Coah.; XEDQ, Guadalajara, Jal.; XEHR, Puebla, Pue.; XECC, S. Luis Potosi; XES, Tampico, Tams.; XECW, Cordoba, V. C.; XEPP, Orizaba, V. C.; XEUW, Vera Cruz; XET, Monterrey.

Mr. Azcarraga

BOB BURNS SIGNED BY CAMPBELL SOUP

CAMPBELL SOUP Co., Camden (soups), through Ruthrauff & Ryan, New York, about Sept. 19 starts sponsoring on CBS a weekly half-hour variety type of program built around Bob Burns, comedian. Although details were not available at press time, the Hollywood originating show will have both comedy and dramatized incidents for Burns, who will portray his Arkansas Traveler role.

Burns since Jan. 2, 1936 has been featured with Bing Crosby on the NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., and was released from that contract following his July 10 broadcast. Contract had six months more to go. Jerry Lester has replaced Burns on the Kraft program. Under his new sponsor it is reported that Burns will receive $5,000 per week.

S. Heagan Bayles and Harry Omerle, executives of Ruthrauff & Ryan and William Morris Agency, respectively, after several days in Hollywood completing contract arrangements with Burns, have returned to New York.

Bing Defers Leave

BING CROSBY, m.c. for the *Kraft Music Hall*, sponsored by the Kraft Cheese Co., Chicago, Thursdays 9-10 p.m. on NBC-Red, who was to leave July 10 for a 13-week vacation, will stay through July 31, delaying the appearance of Don Ameche as m.c. until Aug. 7. Ameche was to have started July 17. Crosby's leave will be shortened to 11 weeks. Bob Burns, comedian on the Kraft show, went off the air July 10 and will return in the fall as the star of a new Campbell soup program on CBS.

Cal Kuhl, formerly producer of the *Chase & Sanborn Hour* and a few years ago producer of the Bing Crosby show, has returned as producer of the *Kraft Music Hall*. Bob Brewster who was producing that show, will probably be in charge of a new Old Gold show this fall, with Kuhl in an advisory capacity. J. Walter Thompson Co., New York, handles the account.

Serial for Campbell

CAMPBELL SOUP Co., Camden, N. J. on July 21 will begin sponsorship of *The Man I Married*, Monday thru Fridays 11:15-11:30 a.m. with a repeat 3-3:15 p.m. on 56 CBS stations, replacing *Martha Webster* now heard on that spot, which is due to go off the air July 18. *The Man I Married* was formerly sponsored by Procter & Gamble for Oxydol on NBC. Agency is Ward Wheelock Co., New York.

Peter Paul's Fall Plans

PETER PAUL Inc., Naugatuck, Conn. (candy bars), about Sept. 1 will resume its full spot schedule of from 50 to 60 stations. During the summer from 30 to 40 outlets are being used. Agency is Platt-Forbes, New York.

FRED DODGE, since last March head of the Philadelphia radio department of the Ward Wheelock agency, announced his resignation last Friday. He was formerly assistant to Roger Clipp, manager of WFIL, Philadelphia.

Danaher Criticizes Fly Suggestion of News Censorship

Chairman Requested Newsmen Not to Say 'Stalin Line'

EXPRESSING complete amazement at the action, Senator Danaher (R-Conn.) last week sarcastically criticized FCC Chairman James Lawrence Fly's "Stalin Line Conference" in which the chairman suggested to Washington newspaper and radio representatives that they eliminate reference to the "Stalin Line" as such.

Senator Danaher's remarks came after the story of the supposed "highly confidential" meeting had reached Capitol Hill an hour after the conference ended. The Connecticut Republican said:

"Now we have come to the point where newspaper and radiomen must get approval of news, not from a cabinet official, but from the head of an administrative agency. The news the American people read and hear is being colored at the source.

The 'Record' Next

"Things have come to a pretty pass when a nation not at war has its newspaper and radio reporters —the latter servants of companies operating with licenses from the Government—told how they should present the news to which the American people are entitled without coloring. Probably the next step will be to censor the *Congressional Record*."

The conference, which was a chief topic of Washington newspaper gossip last week as well as main topic of conversation prior to President Roosevelt's Friday press conference, was called suddenly Thursday afternoon.

News commentators H. R. Baukhage of NBC, Fulton Lewis Jr. of MBS and Albert Warner of CBS, of whom only the latter directs a network news bureau, were among those summoned to the chairman's office. Others asked to attend included representatives of the United Press, International News Service and Associated Press as well as the *New York Times*.

It is understood the meeting was called as a part of the activities of the Defense Communication Board of which Mr. Fly is chairman.

Substance of the now famous conference was that Chairman Fly suggested to the radio and newspaper representatives that they refrain from use of the phrase "Stalin Line" in their broadcasts or dispatches. He pointed out that it was merely a suggestion, not a request or an order, and that if they didn't agree with the idea not to pay any attention to it.

One of those attending asked if there was any such thing as a "Stalin Line" and to determine that point a call was placed to the War Department. There it was said no accurate information was available but it was thought that what is generally referred to as the "Stalin Line" is merely a series of individual fortifications, nothing comparable to the Maginot Line of France.

Mr. Fly explained his "suggestion", saying he thought that if the Germans pierced the line it would have a bad effect upon the morale of the American people. He also is quoted as saying that he checked his suggestion with Acting Secretary of State Sumner Welles, who agreed that it was "a good idea".

At one point during the conference it is reported someone asked what could be done about use of the term by such people as Walter Winchell, H. V. Kaltenborn, and Elmer Davis who operate out of New York. No provision had evidently been made for them to be included in the "suggestion."

As BROADCASTING went to press no news agency had deleted the term from its dispatches.

WKRC Gets Injunction to Prevent MBS From Discontinuing Service in Strike

FOLLOWING a week of hectic activity, the WKRC-AFRA-MBS strike situation took an unforeseen turn Friday, eve of the strike deadline, when the station obtained an injunction in the Cincinnati Common Pleas Court restraining the AT&T and the Cincinnati & Suburban Telephone Co. from discontinuing MBS network service. The temporary injunction was granted by Common Pleas Judge Dudley Outcalt.

The petition alleged that MBS already had asked AT&T to eliminate WKRC from the MBS network on the July 12 deadline. The petition at the same time asked for a permanent injunction against discontinuance of the service.

Inasmuch as there is an Ohio law which makes such an injunction returnable in three weeks and because of the MBS mechanical setup, the network is faced with the possibility of being unable to feed any agency-produced commercial shows to its entire station list.

Affects Agency Shows

AFRA and MBS attorneys, as BROADCASTING went to press, were endeavoring to take legal action to avert this. Previously, it had been agreed at a special MBS board meeting in Chicago attended by AFRA negotiators including Miss Emily Holt, executive secretary of the union, that MBS could send its agency produced shows — using AFRA talent exclusively—to all its affiliates except WKRC.

Hulbert Taft Jr., manager of the station, had attended the meeting in Chicago but was said to have left before the agreement was reached between MBS and AFRA. Conferences between Miss Holt and Mr. Taft were resumed in Cincinnati Thursday and Friday but reached a stalemate over employment of three staff members, alleged by the union to be "strike-breakers", and a demand by Miss Holt for a letter of apology from Radio Artists Assn., an independent union at the station. The station management also charged that the union wanted included in any AFRA agreement persons not previously mentioned in discussions.

As BROADCASTING went to press, station officials had decided to take no action until after Sunday night, pointing out that only one commercial, agency-produced show would be affected by the AFRA ban scheduled for July 12.

Despite the apparent breakdown of negotiations on several fronts, there still appeared to be a basis for resumption late Friday. At that time the Radio Artists Assn., which AFRA charges is a company union, was meeting to discuss the AFRA proposition for wages and hours. If the independent union accepts the terms, it was considered possible that Mr. Taft and Miss Holt would resume discussions.

Late Friday when word of the developments reached New York, MBS General Manager Fred Weber, MBS attorney Emanuel Dannett and AFRA Attorney Henry Jaffee flew to Cincinnati to discuss a possible truce.

Started in June

The first strike in AFRA history started June 20, when four AFRA members of the 17-man WKRC announcing staff failed to report to work and started picketing the WKRC studios, assigned by other local union members [BROADCASTING, June 23, 30]. The station meantime has continued operating on full schedule, with the majority of the staff staying on the job. They are members of the recently-organized Radio Artists Assn., an independent union considered by AFRA to be an "administration-dominated organization".

Prior to the June 20 strike RAA had been sure enough of its position to petition the National Labor Relations Board for an election to determine which union should act as collective bargaining agent for WKRC talent, with AFRA opposing the move.

DOTTED LINER is Chick Meehan, noted sports figure (seated left) and Edgar Kobak, NBC vice-president, signing contracts granting NBC-Blue exclusive broadcast rights to Meehan's Brooklyn Boxing Assn. fights from Ebbets Field this summer. Interested onlookers are (l to r) Bill Stern, NBC director of sports; G. I. Gross, Meehan's attorney; Keith Kiggins, sales manager of the NBC-Blue network; Leon Goldberg, advertising manager of Adam Hat Stores, New York, series sponsor.

NBC ARTIST BUREAU MAY GO TO STROTZ

WITH Sidney N. Strotz, NBC vice-president in charge of programs, emerging as a possible purchaser of the NBC Artists Service, when and if it is sold, NBC during the last week continued conversations with another prospective purchaser, Music Corp. of America, which recently completed a deal for CBS Artists Bureau.

Conferences with William Morris Agency, another principal prospect, are scheduled for the week of July 14. However, conversations have not yet elicited any definite offer, NBC indicated Friday.

Mark Woods, NBC vice-president and treasurer, met last Thursday with executives of MCA, and it is thought a concrete offer may soon come from either or both MCA and the Morris Agency. It is also understood that W. (Biggie) Levin, independent talent agent of Chicago, has shown interest in acquiring the NBC talent agency. He was in New York last Tuesday getting an outline of the organization from NBC officials, and is now studying the proposition in Chicago.

Mr. Strotz has been rumored for some time to be slated to take over management of the talent organization if NBC sells it, in compliance with the FCC monopoly order forcing liquidation of extra-broadcast network activities. Although he admitted interest in acquiring the artists service himself, rather than managing it for someone else, Mr. Strotz had nothing to say about identity of his backers and declared that he has not yet made any offer to NBC.

Material Shortage Serious Threat to Tube, Set Makers

Shutdown by October Feared; Repair Allotment Seen

TAKING official cognizance for the first time of shortages in material causing a reduction in the production of receiving sets [BROADCASTING, May 5, June 2] and possibly transmitting equipment, F C C Chairman James Lawrence Fly warned last week that there would be a curtailment in receiving sets by October.

The chairman pointed out that if a radio manufacturer couldn't get aluminum in July he would not be manufacturnig in October. Mr. Fly said he was anxious to avoid a drastic curtailment of operations not only because of the unemployment that would result but also because he feels radios and maintenance of radio communication are important to civilian morale.

Mr. Fly was definite in his prediction of a cut in receiving sets. Difficulty of obtaining steel has already postponed work on the new NBC building in San Francisco, and has delayed numerous station antenna installations.

A step to alleviate the material shortage as far as transmitting equipment is concerned was taken last week [BROADCASTING, July 7] when the Office of Price Administration & Civilian Supply announced a priority status for materials necessary to keep commercial broadcast and communications equipment, as well as equipment in other specified industries, in good working order.

It is understood that allotments under this announcement would go principally for transmitters and transmitter equipment. The Office of Production Management also is considering grant of a small aluminum allotment to the radio industry to avoid a practical stoppage in set production. This would offer only temporary relief, however. Announcement of a decision on the aluminum allocation for set manufacture will be made in about two weeks, it is understood.

Replacement Sets

Officials of the Radio Manufacturers Assn. say their figures show that 1,000,000 sets become obsolete in a year and they feel provision should be made at least for replacement during the coming season. However, the attitude of officials in Washington has been that sets presently in homes can provide good listening and that the industry could give more of its production facilities directly to defense output.

Chairman Fly pointed out, however, that only a small part of the industry's capacity is engaged in supplying defense items. This, he

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Independent Publishers Form Group To Safeguard Rights in BMI Dealings

ACTING voluntarily to prevent recurrence of an unfortunate episode in their relations with Broadcast Music Inc., more than 50 small music publishers have formed Independent Music Publishers Assn., designed to operate as a "buffer" between publisher members and BMI.

Meanwhile, BMI announced last Wednesday that contracts had been completed with six new publishing firms to license their music for use by BMI subscribers—Fountain Music Co.; Harmony Music Publishers; Melo-Dee Music Co.; Modern Standard Music Co.; Merrell Schwartz Music Co.; Meredith Willson, musical director of the *Maxwell House Program*.

The group, formed July 3, met in New York last Tuesday and has scheduled a general meeting for July 21, at which members will ratify a formal constitution and by-laws now being formulated by an organizational committee.

Bookkeeping Error

IMPA came into being following commission of an admitted bookkeeping error on the part of BMI, as a result of which many small publishers received from BMI what were regarded as minuscule performing rights payments for the first quarter of 1941 [BROADCASTING, July 7].

Making prompt amends by putting its accounting staff on a 24-hour basis refiguring payments and rushing supplementary payments into the mails, BMI voiced apology and explained that the small payments resulted because payments for network performances had not been included in the calculations.

At the initial IMPA meeting July 3 Sydney M. Kaye, BMI executive vice-president, and M. E. Tompkins, vice-president and general manager, explained the embarrassing situation and volunteered to adjust any matter pertaining to individual publisher payments. A vote of confidence in the management and policies of BMI was offered by attending publishers.

At this meeting a committee of publishers also was appointed to cooperate with BMI in obtaining the highest degree of accuracy possible in its system of performance payments. The committee also was authorized to formulate a formal constitution and by-laws for subsequent ratification by the entire membership.

Following a second meeting last Tuesday, this committee indicated that a standard contract form would be developed for use by publisher members, and that IMPA would ask for a periodic audit of BMI accounts, in the interest of working out an accounting method equitable to all concerned. Although committee members felt confident current differences would be adjusted satisfactorily, it was evident that several publishers still were dissatisfied after even their corrected royalty payments.

Members of the IMPA organizational committee include Peter Doraine, Doraine Music Publishing Co., chairman; Andrew D. Weinberger, counsel; Harold Oxley, New Era Music Corp.; Bill Lackenbauer, Encore Music Co.; Berkley Graham, London Music Co.; Ben Sabia, Mutual Music Co.

The organizational meeting July 3 was attended by 49 publishers, with 10 other out-of-town publishers indicating their cooperation through letters. IMPA leaders believe the membership will include eventually all the publisher members of BMI.

Battle of Releases

Meantime, the bookkeeping incident has lent new fury to the acrimonious exchange of press releases between BMI and ASCAP and associated organizations. Among the first to seize upon the incident was Irving Caesar, president of Song Writers' Protective Assn., who declared last Wednesday that the situation "marked the broadcasters' music publishing house as a sweatshop".

"BMI (the implement and creation of CBS and NBC) has never found it consistent with its business interest that the writer and publisher should participate in a disposition of mechanical rights, transcription rights and performing rights to their mutual advantage. BMI evidently thinks it silly to yield to writers the basic elemental rights that SPA has achieved for writers in its minimum basic agreement," Mr. Caesar said.

"It is all too evident that BMI was organized by the broadcasters for the sole purpose of destroying the rights vested in writers and putting songwriters in the category of sweat-shop workers. The creative artist, whether he be a Victor Herbert or a John Philip Sousa, should, according to these broadcasters, be grateful for whatever crumbs are thrown his way."

In a typical answer to ASCAP blasts, BMI declared:

"ASCAP, by the circulation of a number of misstatements, is attempting to foment discord between BMI and its affiliated music publishers. This comes with singularly bad grace from ASCAP, as the music publishers to which it refers are the very persons it has for years excluded from membership and prevented from gaining a foothold in the music field.

"It may be noted that BMI affiliated publishers will do better during subsequent quarters than they did during the first quarter of 1941. This is by reason of the fact that the vast majority of BMI affiliates were publishers who came into being after the existence of BMI which, for the first time, afforded them an open market for music. It is of interest to note that half of the numbers on the current *Hit Parade* are the publications of firms which had not been in business prior to the formation of BMI and had not been able to obtain exploitation of their works."

BMI EXPLOITATION
Subsidiary Is Organized to Promote Numbers

ASSERTEDLY to provide an increasing variety of popular music under the BMI banner, Broadcast Music Inc. has organized Radio Tunes Inc as its first subsidiary, to publish and exploit popular music. Chief executives have not been selected, although Sydney M. Kaye, BMI executive vice-president, Merritt E. Tompkins, vice-president and general manager, and Robert J. Burton were named as directors.

Radio Tunes will establish a professional department and other divisions essential to a music company of its kind. "In establishing a subsidiary, BMI is profiting from the experience of other music publishers who have found additional companies useful in the promotion of their music," BMI declared. Legal aspects were handled by Rosenberg, Goldmark & Colin.

THEY WERE IN THE MARINE CORPS THEN

One of a Series

OVERSEAS SERVICE, and plenty of it, was seen by this group of radio and agency executives. For identifications and service records, see page 47.

More Than a Krafty Foot in the Door

Radio Salesman Right in the House; Kraft Sales Climb and Climb

By JOHN H. PLATT

Director of Advertising, Kraft Cheese Co., Chicago

ON A WARM July night in 1933, radio merchandising history was made when Kraft Cheese Co. launched a revolutionary new radio program. It was a two-hour show under the baton of Paul Whiteman, starring a brand new Kraft product, Miracle Whip Salad Dressing.

Radio itself, as a great commercial selling medium, was young enough then so that such a program based on the soundest merchandising principles we knew, to sell a product whose "rightness" for the market had been pre-tested in every way, represented a real adventure in the—for us—uncharted seas of radio selling.

History Is Made

The program had been carefully planned to introduce in the eastern section of the United States this newest product of the Kraft line. The trade had been fully and dramatically primed for the new show and the new product. A powerful newspaper campaign, carrying a "double your money back" guarantee was ready to go.

That first two-hour show on an eastern group of NBC network stations was in itself a gigantic pretest, before going national with the product and the merchandising.

What happened the day following that first two-hour program, and on subsequent days, too, in grocery stores throughout the East, and shortly thereafter all over the country, made merchandising history. Success of that radio show which introduced Miracle Whip Salad Dressing and continued, nationally, on an hour program, to sell it and many other Kraft products, is outstanding even for radio which has scores of notable merchandising stories to tell.

Now sponsored on 89 NBC-Red stations, plus many Canadian outlets, the formula of the present one-hour *Kraft Music Hall*, starring Bing Crosby and Bob Burns, was arrived at Jan. 2, 1936. We have kept the formula for certain definite reasons. We believe, on the basis of performance, that they are good reasons for us, and for the products we have to sell. The uniform selling performance of the weekly show over this period is no matter of peaks of success here and there. We know what the program has done, can do, and is doing, consistently, week in and week out, 52 weeks a year.

Within a few weeks after its introduction on the air, Miracle Whip Salad Dressing became the leader among all salad dressings on the market. Within little more than a year, it was outselling the next 20 brands combined! There were, of course, many factors entering into the phenomenal and immediate success of Miracle Whip. The product itself was right, new, designed to meet a special American taste.

One at a Time

Research to perfect the product had been far-reaching. The product had been carefully, and without promotion of any kind, tested in scattered markets. Kraft salesmen and the retail trade were ready for the introduction. The radio show was thoughtfully prepared; all commercials, all copy keyed to one hard-hitting central idea.

The story of Miracle Whip, in which the radio program played so dramatic a part, is mentioned specifically because it perfectly illustrates the working philosophy which Kraft Cheese Co. has used in its advertising and merchandising since the concern began national advertising in 1919.

Part of that philosophy, simply stated, is this: Sell one idea at a time; sell it hard; sell it straight and sell it fast. We have followed this simple rule consistently on the *Kraft Music Hall* for eight years—selling one product at a time, selling it straight and fast.

During the major portion of these years the show, on the entertainment side, has sparkled with the amiable talents of Bing Crosby, Bob Burns and their guests. In the *Kraft Music Hall's* history on the air, the commercials have sold many Kraft products. Virtually every major product in the whole line of cheeses and salad products has received its full share of the spotlight. But we have never tried to sell them simultaneously. Always one at a time, always hard, always straight!

We have followed this simple and direct method of selling on the air for several equally simple reasons. In the first place, fortunately or unfortunately, a radio listener can hear only one program at a time, one message at a time.

When a radio advertiser competes for circulation, he's competing with everything else on the air. But if he has his customer tuned to his show, he has that customer exclusively. The salesman has more than a foot in the door. He's inside the house selling his wares. We think the customer likes to get the message straight from the shoulder. We think he, or principally she, likes the message short and snappy. We believe that more than one idea at a time, an attempt to sell more than one product at a time, in any one commercial, or on any one show, is confusing.

MR. PLATT

Four Out of Sixty

The selling time on any given radio period is too short. In the case of *Kraft Music Hall*, that selling time is four minutes out of 60. Those four minutes have to pay. In our experience the best way to make those four minutes pay is to use them for a straight selling job.

Ken Carpenter does that job for us. He does it admirably, as any grocer can testify Friday morning after Friday morning when the grocery orders for the week-end begin coming in. For the real test of the *Kraft Music Hall* performance is to be found in the Friday and Saturday sales records of the grocery store.

Sometimes we are asked why, with such engaging talent as Crosby and Burns, we don't use them in publication advertising and in the radio commercials. In spite of the natural temptation which such a suggestion offers, we have always used radio talent exclusively as talent.

Crosby and Burns are artists, valuable in the field for which they are famous, valuable as entertainers. If they stepped out of character to become commercial salesmen, we think the listening audience might resent it, and with some justification.

It may be that Bing Crosby could go out on a cheese truck and sell cheese as it has never been sold before, but he's doing all right for Kraft just being Bing Crosby. We have, in the last eight years, always given the 56 minutes of the show devoted to entertainment the full limit of that value, merely as entertainment. Four minutes each Thursday night we devote to straight selling.

Kraft has continued through eight years, 52 weeks a year, to maintain a full-hour show. We have done so for several reasons important to us, and to the kind of selling job the show must do.

For one thing, analysis of listening audiences has shown that the average audiences for all hour shows are two times as great as those for half-hour shows, with average talent costs only 1¼ times as great, and average time costs just 1.6 as great.

The advertising impact of the hour show is more than double that of the half-hour, many radio advertising authorities agree, because of the fact that in the hour show the advertiser has the opportunity of talking to his particular audience more times about his subjects, driving home his selling message.

An Hour Preferred

On the *Kraft Music Hall*, each hour's program contains three hard-selling commercials. In the course of a year, the program sells many products, but never simultaneously. For some products, a single product associated with a single name, the half-hour, or quarter-hour show has proved eminently successful.

For selling a series of products successfully, we believe that only a big full-hour show does the big full-time job of selling required.

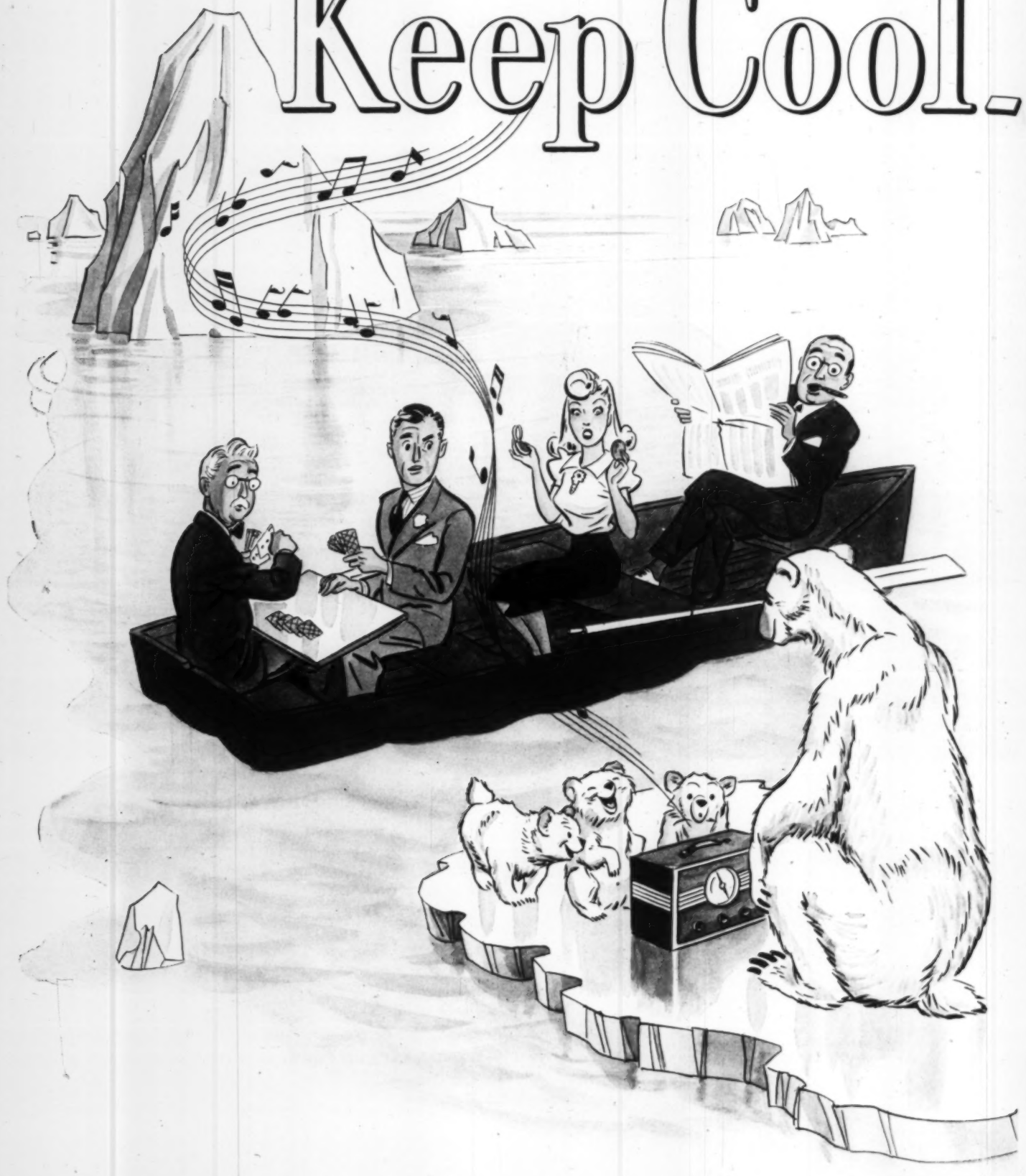
The hour program makes it possible not only to implant the name Kraft, but to apply intense sales pressure for a few weeks on particular items of the Kraft line without ever losing sight of the fact that the whole operation is that of the Kraft Company. The weight of a full-hour show holds the Kraft identity over the entire series of intensive selling programs.

A vital reason for the success of the *Kraft Music Hall* program is that it offers, and must offer, significant entertainment. And enter-

(*Continued on page* 34)

THEY don't want any birdshot around Kraft headquarters when the "Music Hall" is on the air. For Kraft shoots one thing at a time, and shoots hard and straight. Others may scatter their shot, but Kraft has found that that three snappy Thursday night plugs for one product will bring countless thousands into grocery stores Friday and Saturday. They come to buy a Kraft product—the one featured on the NBC-Red program. The Kraft story is one of the interesting success tales of radio. Nobody knows the details better than John H. Platt, advertising director, because it's his baby. Now let him do the talking!

Keep Cool.



DO YOUR NETWORK SHOPPING EARLY!

Sunday to Saturday—Winter and Summer—Any Time is Good Time on NBC RED!

Come heat, humidity or plain high water...*now* is the time for all good advertising men to come to the aid of their Summer, Fall and Winter sales curves—with a liberal dose of advertising strategy *a la* NBC RED! Here's why:

The NBC RED All-County Census proves that, nightly, 41.7% *more* radio families "listen most" to NBC RED than to any other network. By day, 36.9% *more* families "listen most" to NBC RED than to any other network. Listener loyalty like that helps a lot to push most *any* campaign over the goal line!

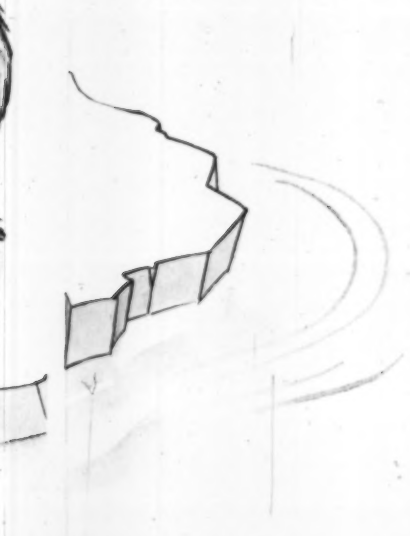
So-o...if you're lucky enough to be on NBC RED right now, you need only give your contracts a quick once-over, then run along to your golfing, your swimming or your butterfly-netting. If you're *not* now on "the network *most* people listen to *most,*" cheer up! It's no trick at all to enter the charmed circle. Just reach for your phone and relax in the breeze of your fan while we tell you about the tested sales-producing opportunities we have in stock.

From all indications, NBC RED is well on its way to its *14th* consecutive year of network leadership, with a grand parade of programs. Hop on the band-wagon today, and take it easy the rest of the summer. For, now as ever, the password to worry-free advertising is:

"ANY TIME IS GOOD TIME ON NBC RED!"

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service



XUM

Auto Cut Likely to Affect All Media

Spot May Be an Early Victim; Big Debut Business Seen

WITH further curtailment of auto production a certainty, BROADCASTING last week contacted leading agencies handling automotive accounts in New York and Chicago as well as industry sources in Detroit in an effort to determine the effect on radio advertising.

The overall feeling among agency and industry sources sums up as follows:

1—All media will suffer.

2—There is disagreement as to what media will feel the cut first. Agencies are of the opinion network radio will be last to feel the pinch, with the big companies continuing network shows such as *Major Bowes Amateur Hour* while slashing spot mercilessly.

3—Detroit reports an outlook for a fairly good volume of "kickoff" advertising to introduce the new models this fall. This would apply to all media. From present indications the volume of radio advertising may approach the time-buying at the start of the 1940 model season last autumn.

Shortage of Material

This last prediction is the bright spot in an otherwise pessimistic picture.

Originally the OPM decreed a 20% reduction for 1942 model cars, to provide savings in strategic materials needed in the defense program. Late in June leading auto manufacturers were called to Washington for a meeting with OPM officials. The meeting was private but it is known the manufacturers were told a further cut in production was inevitable due to skyrocketing defense demands for such necessary material as aluminum, chromium, zinc, nickel and steel. For example, after Army and Navy defense requirements are filled the ratio of apparent civilian demands to the remaining supply of aluminum is 15 to 1, and this includes all industries.

Armament Needs First

Now the word has gone out that there will be no more flat reductions in percentage terms but that production will depend on the materials available after armament needs are met. After the first cut, the Office of Price Administration is expected to enter the picture and allocate the residual materials among competing civilian demands. Depending on OPA's decision, the auto industry's output for civilian consumption may be further reduced to release goods for other non-defense lines.

Although no one in Washington would hazard a guess as to the amount of reduction, Detroit sources are estimating up to 50% for the entire model year—or about 2,600,000 cars and trucks. This would be about on a par with production in the 1938 calendar year which was considered exceedingly dull from an advertising standpoint.

The 1942 Problem

In Detroit it is expected the bulk of the curtailment will come after Jan. 1, 1942. Up to that time, it is felt, there will be sufficient materials and manpower to keep assembly lines moving in good volume. After that, however, defense production in automobile areas will be moving in high gear and the diversion of materials will be substantial.

Some sources feel that as many as 1,500,000 cars and trucks will be produced by next January, in the first four or five months of the model year, but hardly more than a million from January to next summer. When it is considered that more than 5,000,000 cars and trucks were produced this year, the impact of the reduction is easily seen.

On the brighter side of the picture, as far as radio goes, the sharply curtailed new car output will naturally mean greater interest in the used market. With huge lots seemingly filled with used cars, it would seem there are plenty to take care of needs. But, industry authorities point out, the used car has its own distinctive market. In times of normal production many sections report used-car sales averaging better than two for every one new car sold. If the used-car market becomes as highly competitive as this reasoning would indicate, local dealers, always consistent radio users, may concentrate on radio campaigns to call attention to their product.

Another bright side of the otherwise generally gloomy picture has been the urging by manufacturers for dealers to give greater attention to profits to be gained in wider promotion of retail service departments. In many cities this would take the form of intensive radio campaigns to promote service features.

Demand vs. Supply

New York agencies contend that with reduced new-car production the market will grow increasingly competitive and radio, as well as other media, will be used considerably. This is discounted in other places, where it is contended the demand will so far outstrip the supply that advertising budgets will be held to a minimum.

In Chicago, agencies handling automobile business were of the opinion that spot radio would be the first to go when an advertising cut is instituted. This is borne out in New York where it was pointed out that spot is designed for a direct selling job in point-of-sale merchandising campaigns.

The overall picture appears hazy but definite portents are taking shape. They all seem to indicate that automobile advertising nationally, reduced though it may be, will take on a more institutional flavor —for which radio is ideally suited; there will be a good run of used-car business on a local basis as long as the supply holds out and probably a good increase, locally, in promotion of service features such as repairs and accessories.

GOOD FELLOWS staged a farewell dinner for Joseph R. Stauffer in Hollywood prior to his departure for New York where he took over as radio director of Kenyon & Eckhardt July 14. With Joe the center of attention, and representing radio and advertising agencies, they included (l to r): Alec Robb, NBC Hollywood program and talent sales manager; Wayne Griffin, BBDO producer; Lew Frost, assistant to Don E. Gilman, NBC western division v-p.; John Swallow, NBC West Coast program director; Danny Danker, v-p. of J. Walter Thompson Co. Stauffer was formerly Hollywood manager of Young & Rubicam.

Tax on Cosmetics Said to Prejudice Advertising Funds

Proposed Levy Would Remove Present Exemption Plan

COSMETIC advertising is affected by an excise tax proposal adopted by the House Ways & Means Committee in the new $3,500,000,000 national defense tax bill. The committee voted to base the 11% cosmetic excise tax on the wholesale price or value of the cosmetic item.

This tax would be computed on a basis which includes the advertising and selling costs, recommended by the Treasury, which estimated the change would increase the annual yield by $5,000,000 without changing the 11% rate set by the first national defense tax bill passed in 1940. For the year ended June 30, 1940, the industry paid $7,700,000 in excise taxes.

Ended Litigation

A 10% cosmetic excise tax was first imposed in the 1933 "nuisance" taxes. From 1933 until 1939, the tax basis included advertising and selling costs, but in June, 1939 the industry got Congress to pass an amendment which, in effect eliminated advertising and selling costs. This amendment ended litigation between the industry and the Government over the tax.

When the Treasury proposed a change in the basis of payment at the Ways & Means Committee hearings, industry leaders suggested the 11% rate be increased to secure the $5,000,000 additional revenue, but that the basis of paying the tax be kept intact.

Private brands of cosmetics are given an unfair competitive advantage over advertised brands, industry leaders say, under the Ways & Means proposal.

An unbranded, non-advertised item selling for $1 might carry a tax of 3 cents, whereas the same item, branded and advertised, selling at the same price, might carry a levy of 6 cents. In some quarters it was believed the Treasury desires to get at advertising expenditures for tax purposes.

Coca Cola on 113

COCA COLA Co., Atlanta, in adding six new outlets to its schedule on CBS, June 25 now has a total of 113 stations, the largest on the network's schedule of sponsored programs. The program, *Pause That Refreshed on the Air* heard Sundays 8-8:30 p.m. (EDST) features Andre Kostelanetz and his orchestra, Albert Spalding and guest soloists. It recently shifted to the Sunday evening time but on Sept. 28 will return to a Sunday afternoon spot and expand to at least three-quarters of an hour. Stations added include: WLAW WABI WKWK KDAL WMFG WHLB. Agency is D'Arcy Adv. Co., New York.

Block's choose new full-time WIBC
TO COVER INDIANA

WM H. BLOCK COMPANY WITH LARGEST MEN'S CLOTHING DEPARTMENT GOES AFTER STATE-WIDE AUDIENCE

● WIBC's Burt Wilson, Hoosier state's ace sports announcer, leads the field in Indiana. He has the following.

● The Wm. H. Block Company, Indianapolis department store, wanted a responsive audience. They chose the new full-time facilities of WIBC because it gave them the audience they wanted from one end of the state to the other. It takes that kind of a group to keep the largest men's clothing department in the state—and, incidentally, one of the largest in the country—full of Hoosiers* buying clothes . . . Block's are smart merchandisers. They rank among the first ten in department store advertising space in the nation. They checked pretty carefully.

As they expressed it—"We found WIBC to be the 'hottest' bet in Indiana radio, with more listener loyalty and a clear channel that reached out covering the state. We were interested in their Mutual affiliation, too."

If you want to sell Indiana folks—a tremendous big bunch of them—in one convenient package—investigate what WIBC offers.

*Most of 'em bring their wives.

Indiana's Friendly Station

★ ★ ★ ★ ★ ★ ★ **WIBC** ★ ★ ★ ★

Affiliated with the Mutual Broadcasting System

INDIANAPOLIS

OFFICES AND STUDIOS ON NINTH FLOOR • INDIANAPOLIS ATHLETIC CLUB

COAST CONFEREES mulled radio advertising problems during the recent PACA session at Santa Barbara. Heads together (top left) over a toy boat are those of (l to r) to R. G. Kenyon, Southern Cal. Edison Co., Los Angeles; Tracy Moore, NBC western division Blue sales manager; Mrs. Jordan, and her husband Fred Jordan, Buchanan & Co. Los Angeles v-p.

Robert McAndrews (top center at left) NBC western division sales promotion manager, holds the Boroughs direct mail award which he won for the second consecutive year; Don E. Gilman NBC Pacific Coast v-p, congratulates him.

Among shop talkers were (top right) William Pickering, president of Heintz, Pickering & Co., Los Angeles; Mrs. Scott, and her husband Clyde Scott, commercial manager of KFI-KECA, Los Angeles; standing, Robert M. Hixson, secretary and account executive of Hixson-O'Donnell Adv., Los Angeles.

The roun ltable discussion covering radio (bottom) was directed by Donald W. Thornburgh (standing), CBS Pacific Coast vice-president. Others participating were William B. Ryan, sales manager of KPO-KGO, San Francisco; George Moskovics, CBS Pacific Coast sales promotion manager, Hollywood; R. L. Philippi, Union Oil Co. advertising director; Lewis Allen Weiss, v-p and general manager, Don Lee; Charles Storke, manager of KTMS, Santa Barbara.

Copy With a Hook Urged by Morgan

Tells PACA Much Copy Now Is Cluttered With Words

IT TAKES more than just another radio show to sell merchandise, Raymond R. Morgan, head of the Hollywood agency bearing his name, told the radio departmental session of the Pacific Advertising Clubs Assn. convention at Santa Barbara, Cal., July 1 [BROADCASTING, June 30].

Criticizing the type of commercial copy used on many current programs, he said that to make radio do the job expected, agency men must create an idea and then get the right twist to make that idea sell. He said much copy today is insipid, pointless and cluttered up with meaningless adjectives.

An Idea First

"Get the right angle, apply it correctly and radio will sell your client's merchandise," he continued. "If you haven't an idea, don't start on radio. Also please don't blame the poor downtrodden copywriter for bad commercials. Nine times out of ten it isn't his fault if the selling message is weak. It is probably your own, or that of the sponsor.

"In building a radio campaign, the importance of the commercial is unfortunately relegated to the background, with the copywriter being brought in at the last minute to perform his important chore. Build your radio around your selling message."

Mr. Morgan pointed out that many sponsors unfortunately want commercial copy to their own tastes. "They like highly technical stuff or wordy copy that is over the head of the average radio listener," he said. He advised sponsors to use a hook, a premium of some sort, and gave several case histories to show its success. By such a procedure, according to Mr. Morgan, the sponsor, too, will get a more accurate check on just how completely his radio sales message is getting over. The answer lies in sales.

Mr. Morgan said big time shows with Hollywood name talent are fine to listen to, but "don't necessarily sell the sponsor's product. The thing that sells merchandise is not the radio program. It is the commercial copy. A simple, inexpensive program, properly directed, with good copy and the right kind of hook will do the job."

To obtain sure-fire copy, Mr. Morgan pleaded that greater recognition and financial consideration be given the commercial copywriter, who, he pointed out, is an integral factor in the success of commercial radio.

A question and answer roundtable, covering a variety of subjects on Pacific Coast radio advertising and coverage followed Mr. Morgan's talk. Donald W. Thornburgh, CBS Pacific Coast vice-president, presided as chairman, with participants including William B. Ryan, sales manager, KPO-KGO, San Francisco; George Moskovics, CBS Pacific Coast sales promotion director; R. L. Philippi, advertising director of Union Oil Co.; Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System; and Charles Storke, manager, KTMS, Santa Barbara, Cal.

Don Belding Reelected

Don Belding, Los Angeles vice-president of Lord & Thomas, was re-elected PACA president for a second term, with Larry Lane, San Francisco, publisher of *Sunset Magazine*, senior vice-president. Other vice-presidents elected were: I. N. Shun, of Adv. Counselors Inc., Phoenix; Howard Willoughby, executive of Foster & Kleiser, San Francisco; Claire Drew Forbes, Seattle department store advertising manager.

The five-day convention, which ended July 3, was attended by approximately 500 radio and agency executives from the 11 western states.

MORE NEWSPAPER GRANTS HELD UP

HAVING granted a license renewal to KTBC, Austin, Tex., in connection with the recent Texas revocation proceedings, the FCC has dismissed the application of J. M. West, J. Marion West, T. H. Monroe and P. M. Stevenson for a new station using the facilities of that station, 1,000 watts specified hours on 1120 kc.

It has also placed in the pending files, pursuant to Order No. 79 pertaining to the projected inquiry into newspaper ownership, the application of the same group for authority to purchase the station for $50,000 from its present owners. J. M. West is one of Texas' leading financiers and owns the *Austin Tribune* and *Dallas Dispatch Journal*. J. Marion West is his son, Mr. Monroe is a Houston businessman and Mr. Stevenson is an Austin attorney.

Also placed in the pending files under Order 79 was the application of Chattahoochee Broadcasting Co. for a new 250-watt station on 1450 kc. in Columbus, Ga., and that of Fairfield Broadcasting Corp. for a new 1,000-watt daytime outlet on 880 kc. in Fairfield, O. The Georgia application involves local newspaper interests, and the Ohio company is headed by Charles Sawyer, Democratic National Committeeman from Ohio who controls WING, Dayton, and WIZE, Springfield, and owns the *Lancaster* (O.) *Eagle-Gazette*.

Jewel Tea Spots

JEWEL TEA Co., Barrington, Ill., on July 7 started an institutional campaign for Jewel Food Stores with spot announcements varying in length, from 3 to 10 times weekly on the following Chicago stations: WBBM WMAQ WENR WGN WCFL. Contracts are for 12 weeks. Agency is McJunkin Adv. Co.,

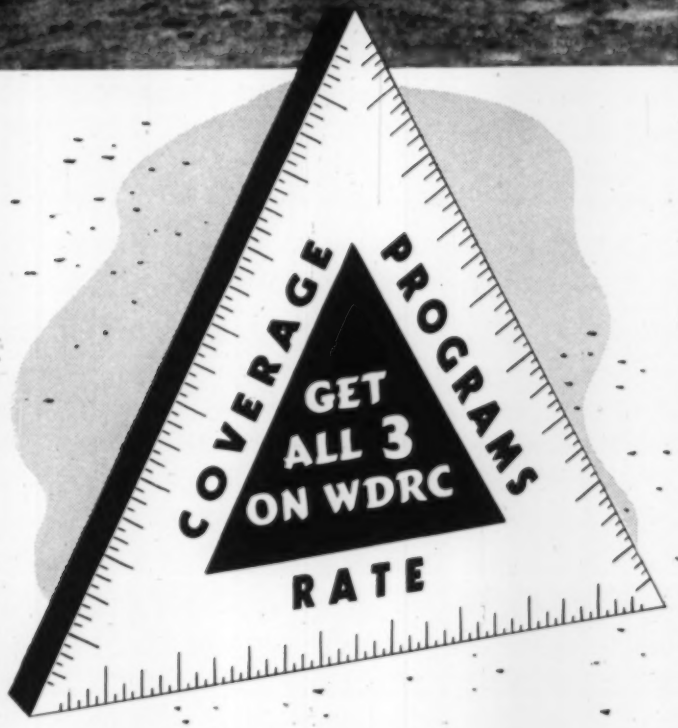
WBAL Goes to 50 kw.

WBAL, Baltimore, went on the air fulltime with 50,000 watts July 10, operating on 1090 kc, and relinquishing its synchronization with WJZ, New York, after 9 p.m. on 770 kc. Formerly licensed for 10,000 watts, WBAL had to reduce to 2,500 during the synchronizing period. Harold Burke, manager, reports excellent results in extended coverage are already perceptible.

Ship Line's Series

EASTERN STEAMSHIP LINES, New York, on June 23 started a 26-week spot campaign in the Boston and New York markets for its overnight run between those two cities. A total of 34 announcements weekly will be used on three New York stations, WMCA, WHN and WQXR and six weekly on WEEI, Boston. If the campaign proves successful it may be extended. Agency is N. W. Ayer & Son, New York.

Connect in Connecticut



FOR A HOME RUN in Connecticut's Major Market, it's just good horse sense to use WDRC and get all three: **coverage, programs, rate!**

BASIC CBS FOR CONNECTICUT

WDRC

CONNECTICUT'S PIONEER BROADCASTER

THREE ASKING CPs FOR WILKES-BARRE

THREE MORE groups, Central Broadcasting Co., Northeastern Pennsylvania Broadcasters Inc. and Key Broadcasters Inc., have filed applications with the FCC for a new local station in Wilkes-Barre, Pa., seeking the facilities vacated by WBAX, 250 watts on 1240 kc.

Holding 33 1-3% each in the Central Broadcasting Co. are Edward Morris, a jeweler, president; Richard H. Bailey Jr., employe in the Washington office of Sen. Guffey (D-Pa.), vice-president; Dr. Leo C. Mundy, member of the Pennsylvania Senate, treasurer. James J. Jennings, director of public relations for the State Treasury, is secretary.

Northeastern Pennsylvania Broadcasters Inc. is composed of eight local businessmen each holding 200 shares of common and preferred stock. They are Robert Doran, attorney, president; Joseph S. Bittenbender, owner of J. S. Bittenbender Co., vice-president; H. Melvin Vivian, lumberman, treasurer; W. Earl Tremayne, engineer, secretary; Samuel Hirshowitz, clothier; R. H. Levy, baker; William J. Rooney, restaurant owner; Charles Weissman, auto accessory dealer.

Stock in Key Broadcasters Inc. is held by Joseph Elicker, owner of a restaurant in Dallas, Pa., vice-president and treasurer, 800 shares; Fred M. Kiefer, columnist of the *Dallas* (Pa.) *Post*, president, 450 shares; Joseph W. Murphy, dentist, secretary, 300 shares.

WISCONSIN LEAGUE of Radio Stations, meeting as guests of WSAU in Wausau recently, honored its retiring president, Father James A. Wagner, head of St. Norbert College's two stations—WTAQ, Green Bay, and WHBY, Appleton—by presenting him with a portmanteau in appreciation of his ten years in that office. New officers are James Kyler, WCLO, Janesville, president; Ed Cuniff, WKBH, LaCrosse, secretary; H. H. Born, WHBL, Sheboygan, treasurer. In group photo are (upper row, l to r): B. F. Hovel, WSAU, Wausau; Charles LaForce, WEMP, Milwaukee; George Frechette, WFHR, Wisconsin Rapids; Father Wagner; Ed Hagen, WSAU; Don Burt, WSAU; Mr. Cuniff; J. W. Killeen, WSAU; Mr. Born; G. R. Bridges, WEAU, Eau Claire; Harold Newcomb, WRJN, Racine. Bottom row: R. D. Sanche, WSAU; Walter C. Bridges, WEBC, Duluth-Superior; William Huffman, WFHR; Wayne Cribb, WHBL; Haydn Evans, WTAQ; Mr. Kyler; Ed Allen, WIBA, Madison; J. J. McGenty, WJMC, Rice Lake; Ken Schmidt, WIBA; Charles Lanphier, WEMP. All paid tribute to Fr. Wagner for his achievements.

GENERAL MILLS SELLS RADIO

Movie Shown to Grocers Explains How Use of Air Brings Rapid Turnover of Products

TWO-REEL motion picture, "Turnover", convincing argument in favor of radio as an advertising medium, is being shown throughout the country by General Mills. It depicts to the grocer for the first time a visual story of General Mills' radio advertising program, showing how advertising on the air and merchandising can be synchronized perfectly.

The General Mills programs mentioned in the film include *Betty Crocker*, radio's oldest daytime network commercial feature; *Arnold Grimm's Daughter, Valiant Lady, Hymns of All Churches, Stories by Kathleen Norris, Jack Armstrong, Billy & Betty, Carolyn's Golden Store, Beat the Band* and baseball.

Quick Turnover

All these programs get results that mean turnover of product on the grocers' shelves approximately 15 times a year, the film brought out. Because the housewife buys 90% of the food, the majority of General Mills radio programs are designed to appeal to her. General Mills claims that *Jack Armstrong* and its baseball broadcasts have made Wheaties the best selling cereal on the market, also that one out of every three youngsters in the United States has a Jack Armstrong plane.

The company studied some 6,000 premiums before selecting the airplane and other giveaways used in connection with its programs.

H. G. Gieseke of the Sperry Flour Co., General Mills subsidiary, stated at a showing before the San Francisco Advertising Club that the movie has brought home its point to grocers and that General Mills has been able to get additional cooperation in the way of displays after retailers have seen the film.

In its house organ, *Modern Millwheel*, General Mills has this to say about its film and its radio:

"Whenever a General Mills salesman makes a sale to a grocer, he sells fine cereal products, of course, but he also sells the grocer something even more important—turnover. Turnover, or resale value, means profits to the grocer. The average grocer's stock of Wheaties "turns over" completely every 25 days. The other General Mills products enjoy equally outstanding rates of turnover.

"What great force keeps this river of distribution in motion? The new sound motion picture, "Turnover", produced by the merchandising department of GMI, under the direction of Charles H. Bell, answers: 'The power of daytime radio advertising keeps General Mills products moving. The end result of all this forceful advertising is speedy turnover.'

"Rapidly and convincingly, with narrator, music, and fine photography, the film tells the story of the big selling job General Mills daytime shows do for the grocer. Individually the programs are reviewed. The careful tailoring of the programs to the needs and desires of Mrs. Housewife and her family is stressed, together with the careful testing, producing, and analyzing for results.

The Backbone

"Daytime radio has become the backbone of General Mills advertising. There are twice as many radios as telephones in American homes. And the chances are that the average grocer's store is located in the very center of a community of regular General Mills listeners. If he were to call them up on the telephone personally, he could not do half so powerful a selling job.

"Fourteen years ago the first General Mills national program was heard over the air: *Betty Crocker* —once a week, 52 times a year. This year, in 1941, listeners will hear 9,000 individual General Mills programs!

"Each grocery products branch office has been supplied with a copy of the film, together with a projector and sound equipment. General Mills is all set to tell the story of 'Turnover' to grocers and trade associations all over America!"

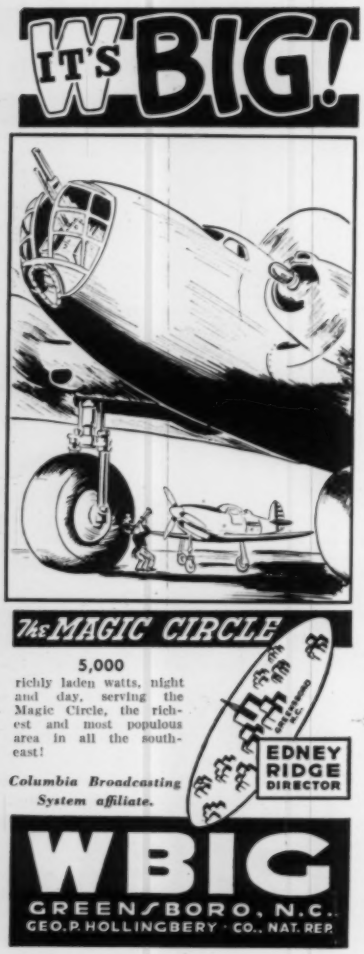
Talent Sale Plans Disclosed by CBS

DETAILS of the deals whereby CBS is disposing of its talent services are disclosed in a call for a special meeting of CBS stockholders to be held Aug. 11 in New York. The notice to stockholders by President William S. Paley points out that the company in recent years "has from time to time been criticized for acting, directly or through its subsidiaries, in a dual capacity by both managing artists and buying their services for broadcasting on behalf of the corporation itself or of the sponsors of its commercial programs".

"Although an order of the FCC, dated May 2, 1941, adopting certain regulations as a result of such investigation [network monopoly], does not refer to the management of artists by the said subsidiaries of CBS", says the proxy statement, "questions have been raised in a report accompanying the order as to the propriety of CBS continuing to have an interest in the management companies. The board of directors of CBS believes there has been and is no impropriety in its having such interests, but in view of the questions and the fact that the continuance of the management business is no longer necessary to insure to CBS a supply of radio talent, its board of directors believes it desirable that the interests of CBS in such subsidiaries be disposed of at this time".

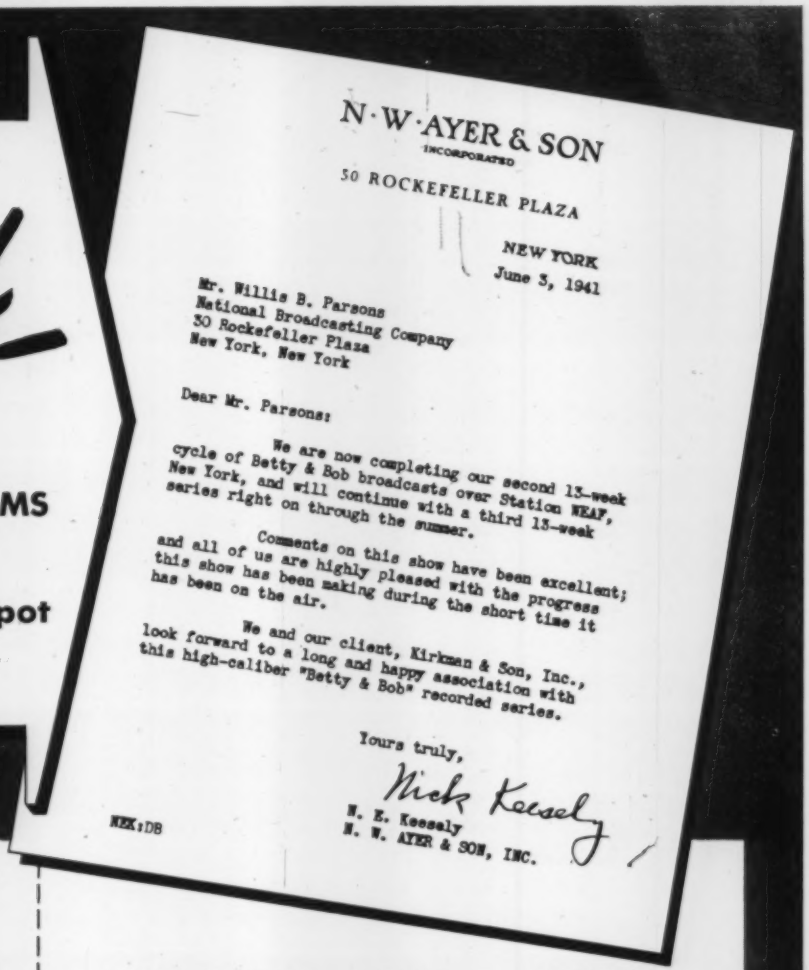
The 61 shares of preferred stock will be sold for $61,000 and the 9,684 shares of common of Columbia Concerts Corp. will be sold for $150,000, subject to approval of two-thirds of the stockholders, to Arthur Judson, F. C. Coppicus, Frederick C. Schang Jr., Lawrence Evans, Jack Salter, Ward French, Calvin M. Franklin and Horace J. Parmelee, all executives of that company but none an officer or director of CBS.

The 100 shares of Columbia Artists Inc. (all) and as much of Columbia Management of California Inc. as CBS shall own at time of sale (but not less than 51%) would be sold for $176,190 to Music Corp. of America, also subject to ratification by two-thirds of the stockholders.


IT'S BIG!
The MAGIC CIRCLE
5,000
richly laden watts, night and day, serving the Magic Circle, the richest and most populous area in all the southeast!
Columbia Broadcasting System affiliate.
EDNEY RIDGE DIRECTOR
WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY CO., NAT. REP.

Here's Proof—

that NBC RECORDED PROGRAMS DO A REAL SALES JOB for National and Regional Spot and Local Advertisers!



N·W·AYER & SON
INCORPORATED
30 ROCKEFELLER PLAZA
NEW YORK

June 3, 1941

Mr. Willis B. Parsons
National Broadcasting Company
30 Rockefeller Plaza
New York, New York

Dear Mr. Parsons:

We are now completing our second 13-week cycle of Betty & Bob broadcasts over Station WEAF, New York, and will continue with a third 13-week series right on through the summer.

Comments on this show have been excellent; and all of us are highly pleased with the progress this show has been making during the short time it has been on the air.

We and our client, Kirkman & Son, Inc., look forward to a long and happy association with this high-caliber "Betty & Bob" recorded series.

Yours truly,

Nick Keesely

N. E. Keesely
N. W. AYER & SON, INC.

NEK:DB

[COUPON]

Mail Today for more news on "SHOWS OF TOMORROW"

For complete information—presentation, rates, availability, and audition recordings—check the programs below that interest you . . . then mail this coupon, pinned to your letterhead, to NBC Radio-Recording Division.

CHECK

[ ] **Betty and Bob**

[ ] **The Face of The War—as seen by Sam Cuff.** A brand new approach to the news behind the headlines today.

[ ] **Getting the Most Out of Life Today with Dr. William L. Stidger.** Forceful, down-to-earth philosophy every man and woman can understand and enjoy.

[ ] **Time Out—with Ted Steele and Grace Albert.** Boy-and-girl songs and banter with interludes featuring "Nellie the Novachord."

[ ] **Five-Minute Mysteries.** Unique series of thrilling, dramatized mysteries—complete in each 5-minute episode.

[ ] **Touchdown Tips with Sam Hayes.** A coming attraction for 1941 football season featuring a sportscaster whose pre-game predictions are amazingly accurate.

"Will continue 'Betty and Bob' right through the summer"

. . . writes Nick Keesely of N. W. Ayer & Son

Here's evidence of the productive soap-selling job "Betty and Bob" is doing in the New York market. In 29 other markets, large and small, this five-a-week, quarter-hour show moves crackers, bread, milk, laundry service, starch, foods, blankets, refrigerators! . . .

The recorded "Betty and Bob" is cut to the same audience-winning program pattern that made it a headliner for eight years when sponsored by General Mills on the network . . . plus new plot sequences and an all-star cast!

You'd spend thousands of dollars producing "Betty and Bob" on your own. Thanks to NBC Radio-Recording, it's yours at amazingly low cost. Recording NBC Orthacoustic* gives it the "live-talent" quality that modern audiences demand. *Many good markets are still available.*

*Registered trademark

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
Radio City, New York • Merchandise Mart, Chicago
Trans-Lux Building, Washington, D. C. • Sunset and Vine, Hollywood

WMBD Post to Caley

CHARLES C. CALEY, for the last seven years commercial manager of WMBD, Peoria, last week was appointed assistant manager by Edgar L. Bill, president. He will continue as commercial manager. Simultaneously, Mr. Bill announced promotion of Hugh Boice as national sales manager and Russell Ehresman as manager of merchandising and promotion. Mr. Caley is a member of the national sales managers committee of the NAB and is general chairman of Peoria's 1941-42 community fund.

Mr. Caley

U. S. Cultural Group to Buy $200,000 Time on World-Wide

Deficiency Bill Carries Funds and Signing of Contract Is Expected to Come Shortly

EXPENDITURE of $200,000 for the purchase of time on WRUL and WRUW, Boston shortwave stations operated by the World Wide Broadcasting Corp., by the Committee for the Coordination of Cultural & Commercial Relations Between the American Republics appeared assured last week as President Roosevelt signed the second deficiency appropriation bill.

The bill carried approximately $10,000,000 for the work of the committee, $7,000,000 of which is for the fiscal year beginning July 1. The other $3,000,000 is for contract authorizations during this fiscal year.

Soon to Be Signed

While a contract has not actually been signed with World Wide, it is understood from sources close to the Rockefeller Committee and the State Department that the arrangement would be closed shortly.

Officials of the Rockefeller committee emphasized that the money would be spent for the purchase of time only, the committee acting in the role of sponsor. No control over the station will be exercised, according to committee officials. So far as could be learned no actual program format has been drawn up although it is expected that news will take up considerable time.

It was said the committee selected WRUL for the United States' first Government-sponsored program experiment because it was a non-commercial station and the committee did not wish to be placed in the position of competing with commercial shortwave stations. No other purchase of time is contemplated, committee officials stated.

Also included in the appropriation bill was an item for $325,000 which has not yet been earmarked. Whether any of this sum might be used for sponsorship of other Government programs could not be learned at the committee. Committee officials denied reports, however, that the money would be paid NBC and CBS to pay line charges on point-to-point broadcasts rebroadcast over South American stations.

In this connection the committee is endeavoring to have American manufacturers purchase time on local Latin American stations for presentations of news furnished by American wire services. This would be in addition to time purchased on United States short wave stations.

The committee also received $75,000 which will probably be used in purchasing space in Latin American newspapers to advertise American programs and airmailing American schedules in Spanish and Portuguese. No decision has been made on these plans but it is expected that they will be put into effect shortly.

More Carnation Discs

CARNATION Co., Milwaukee, on July 22 will launch a 13-week test campaign on KYW, Philadelphia, and WSYR, Syracuse, for its canned milk. Show, featuring Peter Donald m.c.; Bill Grant, tenor and the Five Marshalls, quintet, is a 15-minute transcription titled *Carnation Bouquet*. The discs will be heard Tuesdays and Thursdays on each station 12-12:15 on KYW and 11:30-11:45 on WSYR, both EDST. In addition, Carnation Co. on July 2 renewed for another 13 weeks Arthur Godfrey discs on some 35 local outlets throughout the country. Agency is Erwin, Wasey & Co., New York.

WFCI, Pawtucket, Yankee and Colonial affiliate, has appointed Headley-Reed Co., with offices in New York, Chicago, Atlanta and Detroit, its national representative, effective immediately. WFCI, a Yankee and Colonial network affiliate, operates on 1420 kc., 100 watts power.

DURN LITTLE "GRAVY" IN VEST (Ky.)!

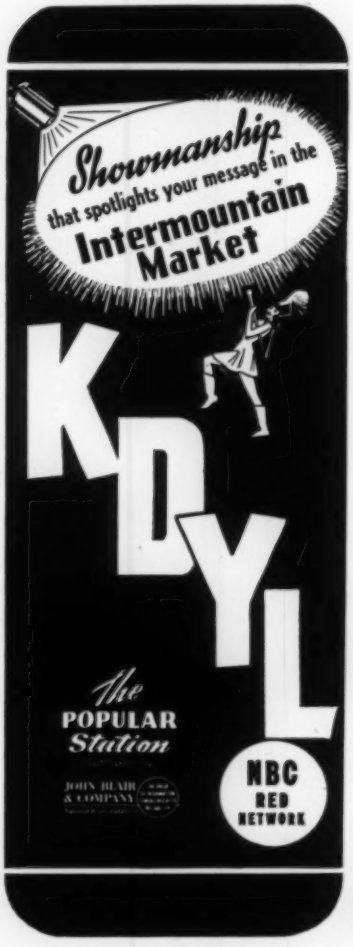
With a population of 75—and buying power in direct proportion!—Vest (Ky.) ain't exactly tailored to fit your sales-appetite in Kentucky! Fer your information, the "gravy" in Kentucky is in the booming Louisville Trading Area. Normally blessed with approximately *two-thirds* of the State's buying power, it's now enriched with an *extra* defense payroll of $5,000,000 a month! . . . You can cover this market with WAVE *alone*—at a cost that will more than surprise you! May we tell you ALL?

LOUISVILLE'S WAVE

5000 Watts

970 K. C. . N. B. C. Basic Red

REE & PETERS, INC., NATIONAL REPRESENTATIVES



a 7-year user...

"thoroughly well pleased... with our radio advertising ...sponsored daily without interruption... not only create demand...but also bring back repeat purchases."

50,000 WATTS
NBC RED NETWORK
KOA
DENVER
REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Nation Dominates In Shortwave War

RCA Finds Argentina First in Number of Receivers

AMERICA is achieving a dominant position in international broadcasting, largely through development by United States technicians of devices making possible country-to-country broadcasts "with efficiency undreamed of during World War I", according to a statement last Monday by RCA reviewing the Western Hemisphere operations of NBC's two international shortwave stations, WRCA and WNBI, Bound Brook, N. J.

Terming the advance of American shortwave broadcasting "one of the miracle stories of the current war period", the RCA statement gave the bulk of the credit to refinement of the vacuum tube and development of steerable "searchlight" antennas.

Describing the efficiency of these newly-perfected antennas, RCA explained the 50,000-watt beamed signal is the equivalent of a 1,200,000-watt signal broadcast to the four winds. When both of the NBC 50,000-watt shortwave stations are synchronized on the same frequency to beam on adjoining language countries in Latin America, the effective power is 1,700,000 watts, RCA stated.

They Listen Anyhow

"Since the European war broke out, America's horizon of steel towers and tall wooden masts has widened in the interests of national defense and international communications," the RCA statement commented. "Despite the fact that heavy penalties are meted out in oppressed countries on the continent of Europe to those caught listening to foreign broadcasts, mail reaching the United States from foreign shores furnishes proof that the American shortwave broadcasts of unbiased news are overspreading the hemispheres and finding ears that are long-distant targets for truth."

Tabulating the number of radio sets in the countries of South America the *RCA Review* for July lists Argentina first, with 1,050,000 sets; Brazil, 500,000; Mexico, 300,000; Chile, 160,000; Uruguay and Cuba, 150,000 each; Venezuela, 138,000; Colombia, 100,000; Peru, 68,000, and all other Latin American countries below that number. North American broadcasters consider Rio de Janeiro and Buenos Aires the centers of the most important language areas of South America, it was stated.

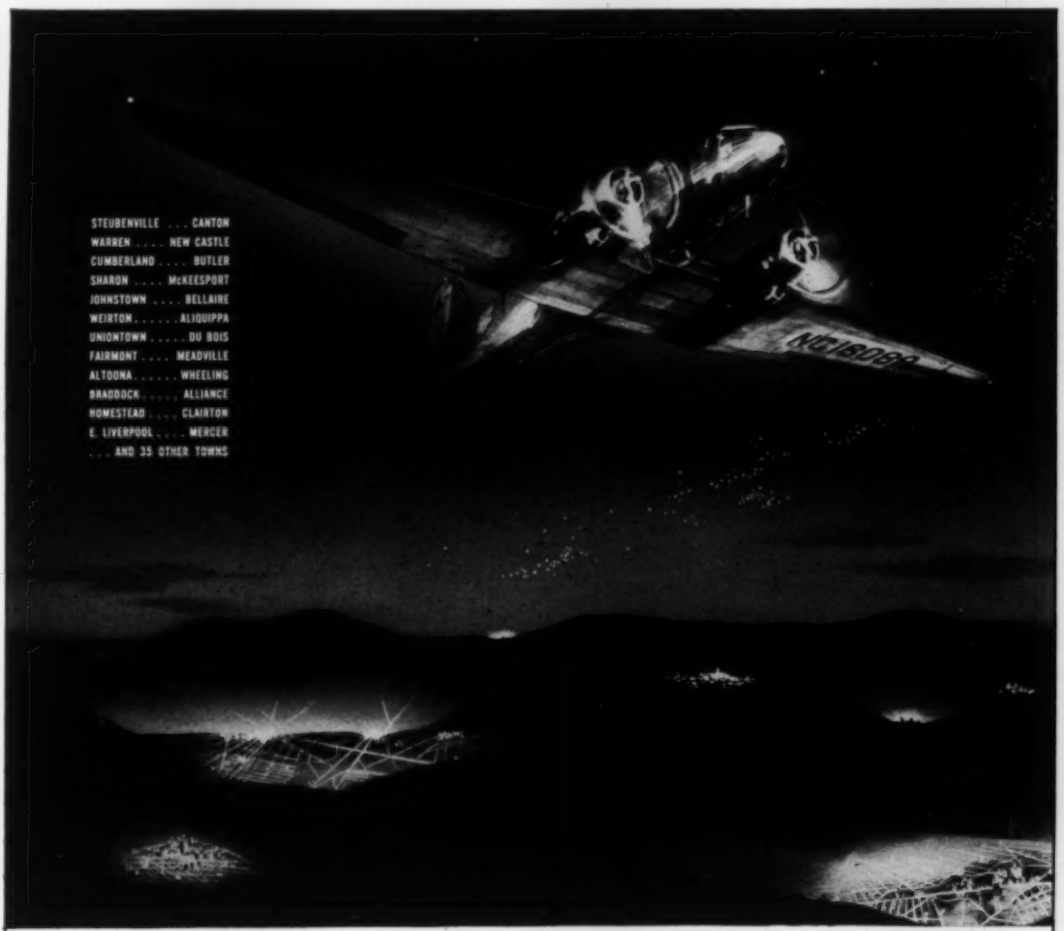
Commenting on NBC's development of international broadcasting in the *Review*, Raymond F. Guy, NBC radio facilities engineer stated:

"For many years NBC has conducted an effective international broadcasting service. With the outbreak and spread of the present world conflict and the continuous improvement in radio facilities, the value of this service has multiplied in importance and scope. Thousands of letters and telegrams incessantly convey that fact with stirring impact. International broadcasting as conducted by the democracies has become a powerful instrument which has earned the respect and confidence of foreign listeners through the truthfulness of its reporting and the character of its programs."

RALPH NICHOLSON, co-publisher of the *Tampa Times*, operating WDAE, has severed his connection with that newspaper and has purchased the *New Orleans Item*, which he will actively head.

KARM Names F & P

FREE & PETERS has been appointed exclusive national representatives of KARM, Fresno, Cal. The station was recently granted a FCC construction permit for an increase in power from 250 watts to 5,000 watts, and the new transmitter is expected to be in operation by Oct. 1.


STEUBENVILLE . . . CANTON
WARREN . . . . NEW CASTLE
CUMBERLAND . . . . BUTLER
SHARON . . . . McKEESPORT
JOHNSTOWN . . . . BELLAIRE
WEIRTON . . . . . ALIQUIPPA
UNIONTOWN . . . . . DU BOIS
FAIRMONT . . . . MEADVILLE
ALTOONA . . . . . WHEELING
BRADDOCK . . . . . ALLIANCE
HOMESTEAD . . . . CLAIRTON
E. LIVERPOOL . . . . MERCER
. . . AND 35 OTHER TOWNS

VISIBILITY UNLIMITED

FLIGHT REPORT: Spotted 60 towns of 10,000 or more population in Pittsburgh sector, where over a billion dollars is being spent on defense orders. KDKA came in strong as plane passed each of the 60 towns in this concentrated industrial area.

SUMMARY: KDKA, Pittsburgh's only 50,000 watt station, is a sound buy for the advertiser. He gets complete Pittsburgh coverage, plus 60 industrial communities of over 10,000 residents, plus hundreds of smaller towns. "Visibility Unlimited" is the air term that aptly describes KDKA's coverage horizon.

Call or write your nearest NBC Spot Sales office for a detailed study of this tremendous market.

WESTINGHOUSE RADIO STATIONS Inc

KDKA
PITTSBURGH
50,000 WATTS

LOWER COST
WINCHARGER
NEW GUYED
VERTICAL
RADIATOR
Wincharger antennas load the field with outstanding performance and low cost. Uniform cross section—designed for 100 mile wind velocity. Used and endorsed by broadcast stations throughout the United States for single radiators and directional arrays. Wincharger now offers complete erection service. Write for complete quotation on towers, lighting equipment, anchors, base, and erection costs.
APPROXIMATE COSTS
Following prices include towers furnished with guyed guy rockets (except 100 foot tower), loop base insulators, high strength guys, guy insulators, turnbuckles and guys.
200 FT. TOWER $725.00
240 FT. TOWER $1720.00
300 FT. TOWER $2160.00
400 FT. TOWER $4175.00
WINCHARGER CORPORATION
SIOUX CITY IOWA
WRITE FOR COMPLETE DETAILS AND QUOTATIONS

Memo: to the
STATION OWNER who
Watches Expenditures

The NEW
TURNER
CARDIOID Microphone
Licks **FEEDBACK**

Out-Performs Many Mikes Costing Twice as Much!

Here's the way to hold down your costs without sacrificing quality of performance. The new Turner Cardioid Broadcast Model 101C gives you positive performance without feedback. Compare its results with microphones costing 2 and 3 times as much! Notice how extremely sensitive it is to sounds originating in front—how absolutely dead to sounds in the rear. Deals a death-blow to feedback problems. The 2-element generator offers true Cardioid characteristics, bringing you the best features of both the velocity and the dynamic, in the most efficient microphone yet produced by modern precision engineering. The attractive styling is finished in a rich brushed chrome.

Tell your Chief Engineer to find out about this new microphone. Broadcast Model Turner Cardioid No. 101C, range 30-10,000 cycles, List $70.

the **TURNER** Co. 920 17th St. N.E. Cedar Rapids, Iowa

Joe DuMond to Manage New KBUR, Burlington

JOE DUMOND, creator and principal in the NBC *Josh Higgins of Finchville* series out of Chicago, has assumed the duties of manager and commercial manager of the new KBUR, Burlington, Ia., which on July 15 starts operating with 250 watts on 1490 kc. Mr. DuMond, former radio director of Henri, Hurst & McDonald and original manager of WMT, Waterloo, Ia., under the late Harry Shaw, relinquished his NBC duties May 17 after six years of handling his daily program. The *Josh Higgins* feature has the distinction of having a 1,000-acre State park in Iowa named after it.

Mr. Dumond

Formal dedication of the station is scheduled for July 31, with Vice-President Wallace expected to attend and with a salute from NBC scheduled. The station's executive staff, according to Mr. DuMond, has been completed, with Clark Kuney as program director and Willis Wilson as chief engineer. Mr. Kuney, formerly with various Maine stations, recently was guest conductor with the Pasadena Playhouse, and Mr. Wilson formerly was chief engineer of KGFI, Brownsville, Tex. RCA equipment and a 246-foot Harrell tower have been installed.

EUROPE SHORTWAVE EXPANDED BY NBC

EQUALING its shortwave service to South America, NBC's International Division has started regular program service to European countries, quadrupling the signal strength of its WNBI and WRCA to a combined power of 100,000 watts.

According to O. B. Hanson, NBC vice-president in charge of engineering, WNBI has been reconstructed and its power increased from 25,000 to 50,000 watts. A new directional beam antenna was built for the new transmitter to operate on 11.89 mc., teaming with WRCA which continues on 17.78 mc.

The rear lobe or tail of the new directional antenna picks up European programs and carries them to New Zealand and Australia with much better reception.

The beam antenna required 16 additional acres at its location at Bound Brook, N. J., where 70 acres are now occupied by 11 directional beam antennas, nine of which are in operation serving Europe and Latin America.

Orson Wells to Return

LADY ESTHER, Chicago (cosmetics, toilet preparations) beginning early in September will star Orson Wells in a new dramatic series on CBS replacing the *Lady Esther Serenade* which until Aug. 4 features Guy Lombardo. After that date the Freddy Martin orchestra will replace Lombardo until the new show gets under way. Pedlar & Ryan, New York, is the agency.

Muzak FM Grant Arouses Interest

FCC Not Fully in Accord Over Memorandum Opinion

MORE THAN casual concern is being evinced in Washington radio circles over the July 1 action of the FCC in granting to Muzak Corp., New York, a construction permit for a developmental FM broadcast station which would provide a subscriber-type program service to listeners [BROADCASTING, July 7].

The FCC itself, it is understood, was not fully in accord in the issuance of a memorandum opinion, which appeared to reflect Commission support of the projected new method whereby listeners would pay a monthly rental for program service, with no commercial sponsorship of the programs. Moreover, the fact that the FCC departed from its regulations, which specify that no developmental station may make a direct or indirect charge for program transmission, waiving this requirement with respect to the Muzak grant, was viewed with concern.

FCC Quotes Muzak

The FCC prior to publication of its memorandum opinion, issued a three-page press release July 1, publicizing the grant as providing a "new type of subscriber broadcast service". It pointed out that the service would enable the public to obtain selected programs by direct payment, rather than indirect payment through purchasing products advertised on the air, and then quoted the Muzak application as follows:

"There is no reason why the public should pay directly for moving pictures and indirectly for radio. It is merely a matter of circumstance that radio in the United States is available to the public only in connection with advertising announcements which frequently are highly disturbing or irritating. The American people have never decided or been given the opportunity to decide that radio should not be sold in the usual manner by direct payment for the service."

Headed by Catchings

Muzak, which for several years has provided hotels, restaurants and some home subscribers with program service via wire, is a subsidiary of Associated Music Publishers, which, among other things, provides a commercial transcription service for broadcast stations.

Waddill Catchings, head of both AMP and Muzak, is also a director and chairman of the Finance Committee of Warner Bros. Muzak is an off-shoot of Wired Radio Inc., originally set up by the North American Co., public utility operators, with a view toward providing a service competitive to radio by power or telephone lines into homes.

Action Is Awaited On New Tax Bill

House Group Nearing End of Its Revenue Hearings

HAVING weathered the first phase of House Ways & Means Committee consideration of new tax legislation without a franchise tax on broadcasting, the radio industry is awaiting emergence of the House measure prior to the end of the month, to ascertain how much of a dent the new war levies will make.

It is known that a number of items in the measure, as it went to the House drafting conference, would affect the radio industry, particularly in connection with increased taxes on receiving sets and parts. A proposal [BROADCASTING, July 7] to place a franchise tax on broadcasting facilities per se was dropped.

Leased Wire Levy

It also has been learned that there will be no special taxes on wires or tickers used by press associations or broadcasting stations for "the gathering of news". Other leased wire services for the dissemination of news to private subscribers, however, will carry a 5% tax, under the committee draft.

It is expected the Ways & Means Committee will begin consideration of the final draft in executive session within 10 days. Items other than those already incorporated in the measure can be inserted, it was pointed out, but those of major significance already rejected, which might have far-reaching effect upon any industry, probably will not be revived in the committee. That may develop on the floor, however, when the measure is given final House consideration, probably during latter July or early August.

In the Senate, acting Chairman George (D-Ga.) of the Finance Committee, asserted 10 days or two weeks of hearings would be held, with the hope of procuring Senate consideration the latter part of August or early September.

Revival of proposals to impose special taxes upon advertising generally and also upon broadcasting, or some variation of a franchise tax basis, is possible on either the House floor or in the Senate committee hearings, it was pointed out. Past efforts of this nature, however, have fallen because of contentions of unfair discrimination.

Camera Spots

STANDARD DISTRIBUTING Co., Chicago (cameras) has started a series of one and two-minute spot announcements daily on KDTH, Dubuque, Ia., KGGF, Coffeyville, Kan., and XEG, Monterey, Mexico; and a series of thrice-weekly quarter-hour station programs on WWVA WMT KSO KQW WNAX KMA KWTO WSOY KWFT. Agency is Lane, Benson & McClure, Chicago.

Good News Travels Fast!

The New Gates 30 Series Studio Speech Console, *is the Big News in Radio Today—51 Stations Already Enjoy a New High in Performance at a New Low in Cost!*

less cost more features than in any other console

Your Logical Choice, *and here's why!*

■ More preamplifiers—five in all—more than are provided in any other console.

■ Beautiful appearance — cabinet of matched walnut and selected South American Rakuda woods.

■ Eight mixing positions—daven attenuators used throughout for mixing.

■ One-piece chassis—eliminates cabling; simplifies maintenance.

■ All input, output and low level interstage wiring fully shielded to eliminate crosstalk and distortion.

■ Three color combinations available to provide harmonizing appearance with modern studio surroundings.

■ —and important, too, is the fact that the Gates 30 Series Console is an entirely new engineered product. It is not a rebuild of a former model. Priced within the budget of the smallest station—its quality and performance is superior to any console on the market today.

FREE FACTS: *The impressive facts and figures that give the detailed advantages of the 30 Series Console are ready for you to see. Write at once, without obligation, of course.*

GATES
QUINCY, ILLINOIS, U.S.A.

"The Proven Line"
RADIO & SUPPLY CO.
(CABLE ADDRESS "GATESRADIO")
Manufacturing Engineers Since 1922

TODAY

is the time to get up to the minute

INFORMATION

on this

MAJOR MARKET

Of the 50 New England Cities and Towns in the WLAW Primary Market . . . 41 have no Daily Newspaper.

WLAW

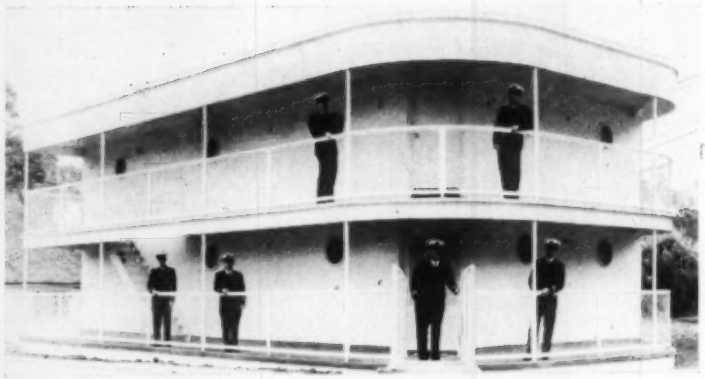
5000 WATTS • 680 KC.

COLUMBIA AFFILIATE

National Representatives

THE KATZ AGENCY, Inc.

Postal Telegraph
PLEASE, I'D LIKE TO SEND A TELEGRAM!
YOUR OWN TELEPHONE IS YOUR NEAREST POSTAL TELEGRAPH OFFICE —AND CHARGES APPEAR ON YOUR TELEPHONE BILL!
Speedier Service Too



LIKE SHIP'S CABIN is this unusual two story broadcasting studio built around a four-manual organ at Hyperion Blvd. & Tracy St., Los Angeles. It is used to broadcast the four-weekly half-hour religious program, *Haven of Rest*, sponsored by Crew of the Good Ship Grace Inc., on Mutual-Don Lee stations. Structure is designed to resemble a cabin of the good ship Grace, anchored in the Haven of Rest in keeping with the program's philosophical theme. Portholes, desking and railing carry out the idea. Building is 40x20 feet. Here is Paul Myers, (center, lower deck), known as First Mate Bob, with members of his "crew"

A LOCAL'S $50,000 HOUSE

Project Enlists Cooperation of Construction Industry and Everybody Is Happy

A 250-WATT local station in Beckley, W. Va., WJLS, has completed a $50,000 model home project under direction of Joe L. Smith Jr., owner and general manager, and Charles R. Armentrout, assistant manager.

Feelers were sent to national manufacturers when the idea was conceived, and response was good. Local building supply dealers and sub-contractors participated on a half-cash, half-time basis. From the day stone was first hewn from a nearby mountain, the WJLS relay unit was on the job. Workmen on the site were questioned, listeners invited to watch the project, and spectators buttonholed.

A daily *Construction Clinic* was broadcast from the studios, with builders and other participating groups cooperating. Two days before the opening, every station break mentioned the opening hour and a newspaper spread was used.

Some 3,000 persons viewed the home on opening day, which included a half-hour remote. Souvenir booklets were sold for 10 cents. Mr. Armentrout transcribed a 15-minute description of the home. By means of an oscillator, this transcription was sent to each room of the house and picked up on radios. This obviated need of a p. a. system and constant presence of an attendant.

Participation even included a landscape artist. All firms taking part expressed satisfaction with the project and many claim to have obtained new business.

Iowa Grads' Jobs

A BANNER crop of radio students from U of Iowa joining commercial radio organizations during June was announced by the university's station, WSUI, Sioux City, Ia. They included Marjorie Lester and Georgia Bowman, to WLW, Cincinnati; Ray Abel, NBC, Chicago; Lois Ann Russell, NBC New York; Frederick Keller, WOOD-WASH, Grand Rapids, Mich.; Claire Henerlider, WMT, Cedar Rapids, Ia.; Marold Glaspey, KFNF, Shenandoah, Ia.; George Moon, KHMO, Hannibal, Mo.; Hugh Harper, KSCJ, Sioux City: Marianne Prugh, George Weber Adv. Service, Des Moines; and Beverly Barnes who received a WLW scholarship award.

Magazine's Test

PARADE MAGAZINE, published by the newspaper *PM*, on July 9 started a one-week campaign on ten stations in the Pittsburgh, Milwaukee, Kansas City and Scranton markets. Four to eight one-minute announcements or chain breaks are being used in the early morning or evening. Station list includes: WCAE, KDKA, WJAS, and KQV, Pittsburgh; KMBC, WDAF and WHB, Kansas City; WTMJ and WISN, Milwaukee, and WGBI, Scranton. Agency is Erwin, Wasey & Co., New York.

Correction of 'Record' Denied by Lambertson In WFIL, WCAU Charge

REPRESENTATIVE Lambertson (D-Kan.) has no intention of correcting in the *Congressional Record* a charge he made May 27 that WFIL and WCAU, Philadelphia, had denied time for a speech by Col. Charles A. Lindbergh. The Congressman told BROADCASTING last Wednesday that he is "fighting the war mongers" and that he has "evidence that Rosenbaum (Samuel R. Rosenbaum, president of WFIL) is trying to get us into this war".

Rep. Lambertson said he could see no reason for correcting his statements, despite evidence by two other Congressmen that they were incorrect. His May 27 remarks, he said, were based on articles in Philadelphia newspapers and he added that he hadn't seen any corrections in these newspapers. He said he was not interested in checking with the FCC to see if the newspaper statements or his remarks had accurately presented the facts.

Rep. McGranery (D-Pa.), in a speech before the House July 1, corrected Rep. Lambertson's remarks and introduced an exchange of correspondence between the Kansan and Mr. Rosenbaum. Rep. McGranery stated he was introducing the correspondence "in the interest of justice and fair play". He was joined by Rep. Eberharter (D-Pa.), who said:

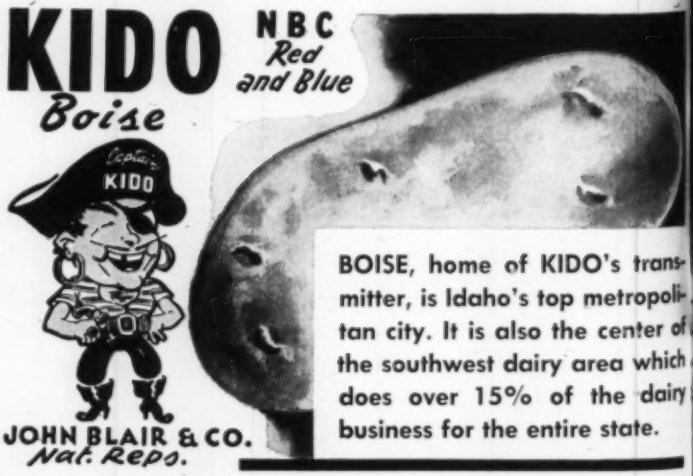
"It seems to me the remarks of the gentleman from Kansas at that time were intended to promote disunity at a time when we should have every effort made to promote unity and not stir up emotions which are perhaps engendered by racial feelings."

To Manage New KSKY

A. L. CHILTON, chief owner of KLRA and KGHI, Little Rock, will himself manage the new KSKY, Dallas, when that station goes on the air in the early autumn. The FCC last March authorized Chilton Radio Corp. to erect the new station as a 1,000-watt daytime outlet on 660 kc. Mr. Chilton reports that RCA transmitter equipment and a 300-foot Wincharger tower have been ordered and will shortly be delivered, but personnel has not yet been selected.

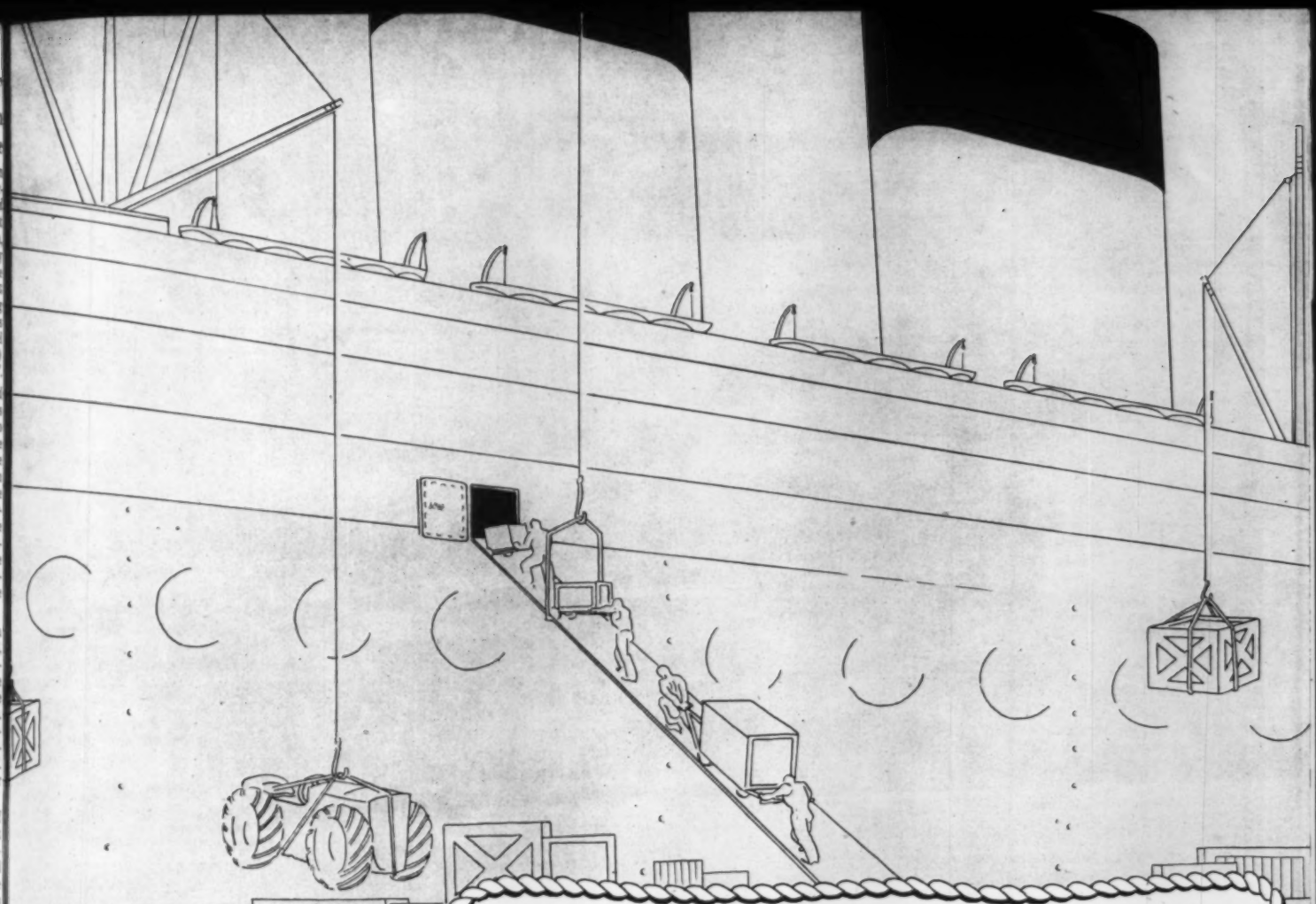
KIDO Boise

NBC Red and Blue



BOISE, home of KIDO's transmitter, is Idaho's top metropolitan city. It is also the center of the southwest dairy area which does over 15% of the dairy business for the entire state.

JOHN BLAIR & CO. Nat. Reps.



"No, son, we ain't sailing today"

"We're loading today. See them hoists and booms. Look at them roustabouts wheeling the stuff aboard. No loafing today. We sail tomorrow."

The same principle applies to time-selling this summer. It's the extra-hard impact of your sales story in July and August that brings extra-nice business to your station in September and October. Sales Management's survey of AAAA agencies revealed that *the three summer months are the second most important quarter of the year for the preparation of advertising campaign plans.*

Extra-hard impact, that's what BROADCASTING promotion delivers this summer. Write for rates.

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

Do your loading today for sales tomorrow!

Mrs. Bloom's Boom Zooms Sears' Sales

Columbia Shopperess Tells What She Sees and In Come the Customers

By P. J. AYLWARD
Manager, Sears, Roebuck & Co., Columbia, S. C.

ABOUT seven months ago, in November, my interoffice telephone rang.

"Skipper Leo Downs of WIS to see you, Mr. Aylward."

"Oh, yes", I said. "Probably thinking about Christmas spots already. O. K. Send him in!"

Salesman Downs came in, but it wasn't spot announcements, our usual seasonal radio diet, that "Skipper" had on his mind.

"Got something new in the way of a radio program for Sear's, Jerry," said Leo. "Want to hear it?"

"What's it like?"

Meet Mrs. Bloom!

"It's like nothing you ever knew before. A woman's hour that's really different. You'll have to hear it to believe it."

"O. K., Skipper. We're always looking for a better way to advertise Sear's. When do I listen?"

"Ten o'clock in the morning," said Mr. Downs, "if that suits you. And you won't be disappointed."

Next morning, I settled down in the WIS client's room and the announcer introduced Winefred Bradford Bloom with a program titled "The Missus Goes Shopping". It was my first meeting with Mrs. Bloom . . . and a memorable occasion it was.

She greeted us in a warm and friendly voice . . . then started out on a descriptive word tour of a large Columbia department store. Mrs. Bloom said it was a rainy day, and she wanted to do all her shopping in one place. Interested in a new home, she went into the paint department. Floor covering caught her eye . . . then furniture. The program was chatty, informal. Minutes slipped away . . . and then, just at the end of the show, Mrs. Bloom said she had done all her shopping at Sear's. It was hard for me to believe . . . because I'd heard things described that I didn't know were in the store myself.

"How'd you like it?", said Skipper Downs.

"I don't quite know," said I, impressed but wanting confirmation of my opinion from some of my own staff. "Could you do it over? I'd like some of the department heads to listen."

"We brought in some of the store executives, and they agreed with me. It was a good program. We didn't know exactly how good but we were willing to give it a whirl.

Sears' Woman's Hour . . . with Winefred Bradford Bloom . . .went on the air over WIS, 5,000-watt NBC - Red station covering the whole State of South Carolina from the capital, Columbia, for the first time Nov. 18, 1940. It was on the air six times a week until January. Then, we dropped to three-a-week. Mrs. Bloom came to the store several hours each day after the program to meet customers and advise them about buying, interior decorating, gifts and the like. The press of store work became so great that we felt it best to cut down on the air-time.

MR. AYLWARD

Some Achievements

Here are some of the things the program has done:

We had a customer who . . . after listening to several shows . . . came into the store and asked Mrs. Bloom's advice on changes in the bathroom of his home. Mrs. Bloom went with him to the house . . . and suggested a whole new bathroom . . . linoleum floors, new walls and bathroom fixtures. She also looked over the kitchen and sold him the idea of re-doing that . . . floor, walls, sink, steel cabinets and a range. Mrs. Bloom also suggested making over an unused porch into a storage closet and using an old, unusued pantry for a powder room. Result: A possible $100 sale was boosted to nearly $1,000.

One day, rugs were discussed on *Sears' Woman's Hour*. That afternoon a customer came into the store for one of the rugs mentioned on the broadcast. The salesman called in Mrs. Bloom . . . and before we knew it, the woman had ordered not only the rug . . . but chairs and draperies to go with it. And she also gave us an order for reupholstering the rest of her furniture! It was a sale that ran to more than $200.

We've conducted several tests that conclusively prove the sales power of *Sears' Woman's Hour*. Around Christmas, Mrs. Bloom began to feature table decorations. We needed to move some silverware . . . and used no other medium of advertising to help. When the *Woman's Hour* began to paint pictures of lovely holiday tables set with gleaming silver from Sears' . . . the sets began to move. We sold more than 100 sets of silverware during the holidays. (This feature was dropped from the air for a while . . . and we've only sold two sets since. The buyer has asked that we give his silver a boost on WIS again.)

Then, there were the "Lone Ranger" watches. The department head told Mrs. Bloom his quite large stock wasn't moving. She said she'd buy two for her own grandsons . . . just to get the ball rolling. But first, she mentioned the watches on her program. A couple of days later, Mrs. Bloom went by to pick up the watches . . . and found that they had been completely sold out!

Large Unit Sales

Like most Sears-Roebuck retail stores in cities the size of Columbia (85,000), we maintain rather complete departments in many lines . . . furniture, for instance. Until *Sears' Woman's Hour* came along we concentrated more or less on selling individual pieces—a chair, rug, table, bed or lamp.

Now . . . we sell a whole room, thanks to Mrs. Bloom and *Sears' Woman's Hour*. She talks about a chair in relation to the rest of the room — harmonizing draperies, lamps, tables, rugs and fixtures. The result: Unit sales, and large ones.

There are many reasons for the success of *Sears' Woman's Hour* . . . and not the least of these is Winefred Bradford Bloom. She's an experienced showman as well as an interior decorator, horticulturist and designer of note. Her programs offer sound, practical advice on decorating, color schemes, furniture arrangement and the like. At the store, her services (free to all Sears' customers) are constantly being sought by an ever-increasing number of people. And mail is coming in from every corner of the State. Mrs. Bloom, personally, answers each letter, and out-of-town customers are on the increase.

Then, there are the programs themselves. They're friendly, helpful programs, not high-pressure selling jobs. Each has a definite theme. Sample titles are "Thanksgiving Decorations", "What to Give at Christmas", "Occupation, Housewife", and "Friday, the 13th". And the programs have variety, too. The Christmas show was transcribed, each department head wishing his friends and customers a happy holiday in a different, original way. Earlier, wives were invited to write in what they wished to receive from their husbands at Christmas. Then selected letters with initials were read on the *Woman's Hour* on a holiday, when the women could see to it that their husbands were home listening!

Into the Store

Showmanship counts in selling via the airwaves, and Mrs. Bloom puts plenty of it into *Sears' Woman's Hour!*

Everything mentioned on the program, of course, can be obtained at Sears'. Since a prime purpose of the show is to get customers into the retail store, the catalogue isn't mentioned on the air. But we're doing an increasing amount of catalogue-order business for customers brought into the store by the program.

Rarely does Mrs. Bloom mention prices in her portion of the *Woman's Hour*. This is handled by the announcer who has a special of one of two items, with prices, in the short commercial near the end of the show.

Yes, my meeting with Winefred Bradford Bloom was a memorable one. And the success of *Sears' Woman's Hour* bids fair to be a memorable chapter in the history of our advertising efforts for the Columbia store.

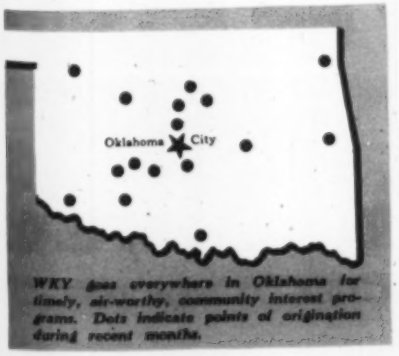
With the *Woman's Hour* over WIS we're not selling just the sizzle . . . we're selling the whole ham! And, believe me, larger single sales mean a much merrier ring on the cash register!

BUSINESS was good—well, good enough—at the Sears store in Columbia. And then came Mrs. Bloom! Since which time Mrs. Bloom has started a boom. And Mrs. Bloom's boom has zoomed the sales curve so nicely that the store's manager, Jerry Aylward, decided to write a piece about it. When a customer comes in to buy a rug, Mrs. Bloom sells a room—chairs, drapes and all that goes with it. Which is the point of this story, because the individual sales are being built into large unit sales.

Sackett Buying KVAN Control

CONTROL of KVAN, Vancouver, Wash., opposite Portland, Ore., will be acquired by Sheldon F. Sackett, now owning 50%, if the FCC approves an application for transfer of five shares from D. Elwood Caples. Mr. Sackett is publisher of the *Coos Bay Times*, Marshfield, Ore., and owner of KOOS. He purchased his 50% from Walter L. Read in 1940.

WKY IS *Everywhere* IN OKLAHOMA!



WKY goes everywhere in Oklahoma for timely, air-worthy, community interest programs. Dots indicate points of origination during recent months.

• WKY's home address is Oklahoma City but all Oklahoma is its backyard. From one end of this domain to the other, WKY's microphones are in action broadcasting informative, entertaining programs of special interest to listeners everywhere in Oklahoma. Going places, doing things, being everywhere . . . these have established WKY as an integral part of the Oklahoma scene, and WKY-listening as a statewide habit. WKY's pre-eminent effectiveness as a selling medium has been the natural result.

WKY
OKLAHOMA CITY
NBC-Red Affiliate

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. THE OKLAHOMAN AND TIMES ✶ THE FARMER-STOCKMAN KVOR, COLORADO SPRINGS ✶ KLZ, DENVER (*Affl. Mgmt.*) REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

It's i

Want your saleerce
IN THE BAG!

Defense coucts
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Wages are adi
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Where the mor
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NBC BASIC BLUE STATION • ST. LOUIS, MO. 3

AFFILIATED WITH KFRU, COLUMBIA, MO. • REPRESENTED BY WEED & CO., NEW YORK, CHI0, D

XUM

in the bag...

sale**rcentages to leap like a kangaroo? KXOK can do it . . . IT'S**
!

cocts in KXOK's broadcasting radius have spurted far above
on n and more orders are streaming in. Seven defense plants are
for re already under construction.

are adily increasing in the industrial field with weekly wages
n $6 $70 per week and skilled laborers are earning even more.

hermoney made there's money spent, so cash in with KXOK in
-Misippi Valley Market. IT'S IN THE BAG!

KXOK

0.630 KC. 5000 WATTS DAY AND NIGHT

CHI0, DETROIT, SAN FRANCISCO • OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES

XUM

BROADCASTING and Broadcast Advertising

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SOL TAISHOFF, Editor

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HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

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Prudent Hedging

SO FAR, the impact of production cuts forced by defense priorities has hardly been felt by retailers of such durable consumer commodities, as automobiles, radios, tires, household appliances and the like. Substantial inventories and fairly regular deliveries up to now are cushioning the effects, and advertising of such lines has yet suffered little curtailments. But there can be no doubt that the cuts will be felt later this year, and through next year.

These are all-important items in many a station's sponsorship budget, and the loss of local dealer advertising, will be felt keenly unless it is replaced by something else. It is time, therefore, for station managers to begin thinking now how to hedge against the inevitable.

To take up the slack, the best suggestion we have heard—and the prudent sales manager will act at once—is that used car sales will be stepped up; that old radios will be repaired; that tire-rebuilding will take on new importance; that household appliances will be fixed when they cannot be replaced.

In a word, service and repair, hitherto sideline or small-time functions, will become major activities of many sponsors now using radio advertising primarily to move new and replacement goods. This will be especially true locally. And radio can repeat in the servicing field the selling records it has created in other lines.

Life and Taxes

UNCLE SAM, in his quest for funds to finance the colossal national defense program, can be expected to tap every conceivable revenue source. Already it is evident that general corporate and income taxes will be more than doubled in the average brackets. Special levies, such as those on amusements, automobiles, radio sets and other so-called luxury items, which can be lopped off easily once the emergency is over, already are provided in the revenue measure being drafted by the House Ways & Means Committee in collaboration with the Treasury Department.

Every true American, though he doesn't relish the outlook, is willing to pull in his belt a few notches in the interest of the national welfare. The broadcasting industry, and advertising generally, are prepared to bear their portion of the tax burden.

But now there is disconcerting talk in inner circles of special imposts, superimposed over all general taxes, upon broadcasting income and upon advertising generally. Pressure groups long have advocated a sort of "franchise tax" for broadcasting, but in the past it has never been seriously considered because of the palpable discrimination. The same has been true of certain consumer groups with regard to advertising as a whole.

Advertising is a business, and broadcasting is just one branch of it, albeit different because of the distinctive character of the public service it renders. To impose a discriminatory tax upon advertising, or any of its offshoots, in the long run would be only another re-enactment of the "killing the goose" fable. Advertising creates consumer demand, which in turn creates profits for industry or service, which in turn produce the bulk of the revenues filtering into the Treasury from American business.

Boring In

SCANT NOTICE was given in the trade to the July 1 ruling of the FCC granting Muzak Corp. of New York a construction permit for a developmental FM station for subscriber-type broadcast service. Yet it may have deep significance, for it appears to be another in the series of regulatory moves calculated to undermine broadcasting by the American Plan.

Muzak for several years has been providing by wire what amounts to central-station jukebox service to hotels, taverns and other public places. It grew out of the Wired Radio project of a decade back under which a service competitive to space radio would have been created by supplying programs to the public via power or telephone lines with the subscriber paying a monthly rental on the receiver. There would have been no advertising sponsorship. Via FM, Muzak, successor to Wired Radio, proposes to revive the subscriber method of payment, stressing its advertising-free character.

There can be no quarrel with Muzak's ambitions to expand its commercial efforts, though an anomaly appears in the fact that Associated Music Publishers Inc., which sells transcriptions to broadcast stations for commercial sponsorship, is the parent of Muzak. Waddill Catchings, prominent industrialist and chairman of the finance committee of Warner Bros., which long has aspired to nationwide radio operations, is head of both Muzak and AMP.

The danger, as we see it, is expressed in the FCC's memorandum opinion granting the Muzak application. Keep in mind that in recent months this same Commission decreed its "death sentence" regulations on network broadcasting and its newspaper-divorcement proceedings.

Now, in sanctioning the Muzak experiment, the FCC blandly changes its existing rules providing that a developmental station shall not make any charge, directly or indirectly, for the transmission of programs. It does this on the ground that the method of charging the subscriber for program service is "worthy of investigation".

The whole tenor of the FCC's opinion exudes an anti-commercial broadcasting viewpoint. For example, it points out that the practice of public support of broadcast service in this country is not through any "direct change, but through the purchase of articles and services advertised by radio". Then it adds, "This is not true in all countries of the world".

Perhaps the FCC, in its wisdom, regards European radio as superior to ours. Perhaps it considers the Government-operated systems of the Nazis, the Fascists and the Communists fairer and freer than our own.

The whole trend of FCC thinking certainly should give broadcasters pause. Hitting only the high spots of its recent course, we find it proposing to regulate station-network contractual relations in its network regulations; thinking about forcing newspapers to divest themselves of broadcast interests, however remote the publishing interest may be; and now apparently toying with the idea of espousing the ultimate breakdown of American radio through an adaptation of the European system of no advertising.

All of this adds up to the crying need for a redefinition by Congress of the 14-year-old radio law.

The RADIO BOOK SHELF

JAMES F. WATERS, originator of the *Court of Missing Heirs* program, is writing a book to be published Aug. 11, with the same title as his radio program. The volume will contain the stories of more than 80 heirs who have been discovered by the *Court*. It also will list 3,000 other estates whose heirs have not yet been discovered, complete with all available clues to their identity.

AVAILABLE for royalty-free non-commercial use by stations, schools and radio workshops and clubs, *100 Non-Royalty Radio Plays*, compiled by William Kozlenko [Greenberg: Publisher, N. Y., $4.25], offers 100 tested quarter and half-hour dramatic scripts in a single volume, with an introduction by Sherman H. Dryer, U of Chicago radio director.

A DOZEN short plays, four of them written for radio production, are included in the volume, *American Scenes*, edited by William Kozlenko [John Day Co., New York, $2.50]. The four radio plays are "Fire and Cloud", by Richard Wright, dealing with a southern Negro bread riot; "Ask Anybody in the Neighborhood", a city slum drama by Benjamin Appel; "The Doorway to Limbo", a fantasy by Oscar Saul and Lew Lantz; "Freedom Is a Trumpet", a verse drama by William Merrick.

We Pay Our Respects To —

JOSEPH R. STAUFFER

IF YOU are looking for the cinema version of an advertising agency executive, complete with distressed secretaries scurrying around to interpret his every brainstorm, don't go to Joseph R. Stauffer, newly appointed radio director of Kenyon & Eckhardt, New York. For he refuses to become upset, no matter what complexities. Asked if he "blew up" under tension, he quietly smiled, "I never get under tension."

Completely unassuming, yet instantly tractable is Joe Stauffer. Perhaps much of his demeanor of quiet assurance springs from early military training. After being graduated in June, 1916 from high school in his home town, Scottdale, Pa., he attended prep school at Washington for one year, entering West Point in 1917. He emerged in 1920 as second lieutenant. In September that year he was assigned to the Cavalry, attending the Army Cavalry School at Fort Riley, Kansas, for a year, doubling in theatricals.

After resigning from the Army in June, 1921, he returned to Scottdale and became assistant sales manager of a family-owned manufacturing concern engaged in a water purifying process. During his five years with this firm, a Philadelphia branch was opened, which he managed for 18 months.

But the call of show business would not be stilled. He devoted his leisure time to Little Theatre work, the various groups playing "the sticks". Profits were donated to playgrounds and similar worthy projects. In October, 1926 he resigned from the family corporation, and the succeeding three years were spent with the New Jersey Public Service Transportation Department.

September of 1929 found him headquartered in New York as associate editor of the *Electric Railway Journal*, a McGraw-Hill publication. Then in January, 1931 he was transferred to Chicago as western editor of that magazine.

Through the years the desire to produce radio shows persisted, and he haunted the broadcasting stations regularly. The radio idea took on actual form in 1934 when he joined the New York radio department of Young & Rubicam.

Among his assignments were daytime service shows for General Foods Corp., Borden Co., and Fels Co. Nighttime and major productions included a variety show for Colgate-Palmolive-Peet Co., two seasons of the NBC *Packard Hour*, starring Lawrence Tibbett; Helen Hayes' first radio series under sponsorship of General Foods, and others.

Then on June 1, 1936 he was transferred to Hollywood, continuing in a production capacity. His assignment was the new NBC *Packard Show*, starring Fred Astaire. Approximately a year later, in September, 1937, he stepped out of the production assignment to take over talent buying and supervisory work for the agency on the West Coast.

At this time International Silver Co. started its CBS *Silver Theatre* with guest-star policy. The Young & Rubicam 1938 Christmas gift to Joe Stauffer was management of the agency's Southern California branch office.

As far as his personal history is concerned, here are on-the-record facts. Joseph R. Stauffer was born in Scottdale, Pa., Oct. 27, 1897, and attended primary as well as high school in that city. He emphatically swears that the "R" in his name serves only one purpose; it stands for absolutely nothing. His late grandfather adopted that initial in his youth. Young Joe followed suit. He recalls the unhappiness caused him in school days by continuously explaining away the "R".

Joe Stauffer married the former Eleanor Stevenson of Scottdale on Sept. 25, 1923. They weren't childhood sweethearts; in fact, he didn't meet her until after being graduated from West Point. They have one child, Joseph Richard, 16. An accomplished pianist, with an extensive background of musical knowledge, he is definite about not having hobbies. He doesn't like golf, but does enjoy horseback riding and tennis.

Personal NOTES

WALTER BROWN, owner of WSPA and WORD, Spartansburg, S. C., and the former Miss Ruth Taylor of Spartanburg, were married July 3. Among those attending the wedding were Associate Supreme Court Justice and Mrs. James Byrnes.

JIM SEILER, promotion manager of WRC-WMAL, Washington, an ensign in the Naval Reserve, has been stationed at Balboa, Canal Zone in the public relations office.

BOYD RIPPEY has joined KFRC, San Francisco, as head of the sales staff replacing Gary Kreidt, who resigned to enter the printing and publishing business in Manila.

EUGENE S. THOMAS, sales manager of WOR, New York, and Mrs. Thomas are the parents of an 8 lb. 6 oz. son, Bruce Maxwell, born July 3 in the Methodist Episcopal Hospital, Brooklyn.

R. M. LAMBE Jr., formerly of Chataham Adv. Agency, and Robert W. Yates, new to radio, have joined the sales staff of WSJS, Winston-Salem, N. C.

JACK FIELD, Jr., sales manager of WPTF, Raleigh, suffered slight injuries in an auto accident June 29.

O. H. CALDWELL, editor of *Radio Today* and former Federal radio commissioner, and Mrs. Caldwell have announced Sept. 3 as the date of the marriage of their daughter, Mary Jane, to Robert Edward Nickerson, graduate of Columbia U who is now attending the Yale Law School.

JAMES HOWE, manager of WBTM, Danville, Va., has been elected president of the local Junior Chamber of Commerce.

LEIGH WHITE, CBS correspondent in the Balkans who was injured by Nazi bombers while fleeing from Yugoslavia, has been recuperating in an Athens hospital and is expected to leave Greece with the America Legation group July 15, CBS reports.

DAVID ROSENBLUM, onetime vice-president and treasurer of NBC who since February, 1940, has been general manager of the *New York Post*, resigned from that newspaper July 1 to return to the marketing and management counsel field. He formerly was head of Trade-Ways Inc.

FRANKLIN M. DOOLITTLE, chief owner and general manager of WDRC, Hartford, has been named a member of the Intercommunications Committee of the Connecticut State Defense Council.

EVELYN FEELY has resigned as manager of CKPC, Brantford, Ont., after eight years with the station. She became manager a year ago when Lieut. J. Don Buchanan, owner and manager, joined his regiment on active service. Mrs. Buchanan is new manager.

WELBOURN KELLEY, NBC script writer, has been appointed chief of the radio script division of the Navy in Washington. Mr. Kelley will continue writing scripts for the NBC-Blue program *Chamber Music Society of Lower Basin Street*, along with scripts for the NBC *Summer Symphony* and other programs. He was previously with Associated Press and in the NBC press department in New York.

ARTHUR DURAM, former salesman and sports announcer of WOC, Davenport, and previously on the sales staff of WCBS, Springfield, Ill., has joined the sales staff of WHN, New York.

SYDNEY GAYNOR, KHJ, Hollywood, commercial manager, is the father of a boy born July 2.

DR. PAUL FISHER, chemist and farm expert on the faculty of Riverdale (Cal.) College for several years, has resigned to become farm program director of KPRO, Riverside.

MARK KINSEY of the WHO, Des Moines, news bureau, has been named publicity chairman for the Iowa division of the Veterans of Foreign Wars.

BOB CANNON, CBS Hollywood producer, has been appointed official representative of the Newport-Balboa flotilla of the newly organized Coast Guard auxiliary.

EDMUND A. CHESTER, CBS director of broadcasting to foreign countries, on June 26 became the father of a baby girl.

BURL IVES, one of the leading exponents of American folk music, acts as the singing master of ceremonies on *Burl Ives Coffee Club* which started July 5 on CBS. The program, heard Saturdays 10-10:30 a.m., features different types of music.

Norman Lewis Is Named WJMA Sales Director

COMPLETED personnel of WJMA, Covington, Va., which went on the air May 26 after being constructed in record-breaking time—34 days—has been announced by Boyd Lawlor, station manager, formerly production manager of WTCM, Traverse City, Mich. Station was granted April 22 to John and Marcia Arrington, onetime operators of WCHV, Charlottesville, Va., and uses 250 watts on 1340 kc.

Norman Lewis, formerly of WGMA, Moultrie, Ga., assistant to Mr. Arrington, has been named commercial manager. Others are Don Ross, from WKBH, LaCrosse, Wis., program director; Margie Garrison, in charge of commercial copy; Billy Mac, formerly of WHFC, chief announcer; Dick Eyrich, from KFJB, Marshalltown, Ia., and Jimmie Armstrong, from WJJD, Chicago, announcers; Chuck Gill, formerly of WTAD, Quincy, Ill., chief engineer; Jimmie Garber and Warren Brown, transmitter engineers. Mrs. Arrington serves as secretary-treasurer of the station.

WJMA uses Western Electric equipment throughout and subscribes to United Press and NBC Transcription service.

New Post for Dempsey

JOHN J. DEMPSEY, of New Mexico, former member of Congress who was largely responsible for recognition of radio through provision of radio gallery facilities in Congress, on July 7 was sworn in as Undersecretary of the Interior. After retiring from Congress earlier this year, he became a member of the Maritime Commission. He is the father of William J. Dempsey, former FCC general counsel, now a Washington attorney.

BEHIND the MIKE

ROSS WRIGHT, formerly chief announcer at CFCO, Chatham, Ont., is now overseas as a Leading Aircraftsman with the Royal Canadian Air Force.

JOHN FLOYD WILLIAMS, announcer of WCAX, Burlington, Vt., is the father of a boy, Jon Blake, born June 20.

DON C. SMITH, formerly of WLPM, Suffolk, Va., has joined WKRC, Cincinnati. Ted Austin takes his place.

MILDRED E. WILLIAMS, formerly of WTAL, Tallahassee, Fla., has joined WJHO, Opelika, Ala.

LYLE FLANAGAN, continuity director of WHO, Des Moines, has been made adjutant of the sixth district of the American Legion in Iowa.

HERALD GOODMAN, character comedian of WHO, Des Moines, is in Hollywood to participate in the Range Busters' next Monogram picture, "Saddle Mountain Roundup".

JOHN HURLEY, announcer of WRC-WMAL, Washington, has been called to active duty with the Navy as a lieutenant and will serve in the public relation's branch at Balboa, Canal Zone.

MARTHA HARRISON, former conductor of several women's programs on WWRL, Woodside, N. Y., has joined the news staff of the British Press Service.

WEBB TILTON, a member of the NBC guide staff and baritone, has been signed by the Yankee Network to two programs weekly for WNAC, Yankee station in Boston.

HAROLD ALGYER, co-director of the *Studio Players*, dramatic group heard on WWRL, Woodside, L. I., recently, started military training under selective service at Fort Jackson, S. C.

MARK GOODSON, staff announcer of KFRC, San Francisco, has resigned and is to leave shortly for New York. Goodson has written several shows which he hopes to sell.

HELEN STEVENS FISHER, known as "The Little Lady of the House" on the *National Farm & Home Hour*, NBC-Blue, is the author of a new book titled *A Good Time at Your Party* published by M. S. Hill Co., New York.

ROBERT BENSON, formerly in radio in California, has joined WDAS, Philadelphia, as news editor.

MARVIN YOUNG, NBC Hollywood writer-producer, and a major in the reserves, has reported for active army duty and been assigned to the Morale division, Washington, D. C.

FREDERIC MacKAYE, Hollywood announcer-actor, has adopted a 2½ year-old girl.

WENDELL NOBLE, new to radio, recently joined KOY, Phoenix, as announcer.

RAYMOND A. SCHULTZ, in charge of NBC Hollywood ticket distribution, and Gretta Jane Lockwood, Los Angeles debutante, have announced their engagement. Wedding is scheduled for Aug. 2.

PAUL CHASTAIN, formerly of KBIX, Muskogee, Okla., has joined the announcing staff of KRIC, Beaumont, Tex.

Say . . . who said "Summer Slump?" It's "SPURT" in my language! Why, just one typical summer week means 292 sponsored quarter hours work for me—while a winter week had only 198 quarter hours. That's a 47.4% SPURT . . . something to think about with over 8,000,000 auto radios and millions of portable sets being used. Summer listening *never* goes on vacation and neither do sales for WSAI-Advertisers.

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

Meet the LADIES

ANN GINN

SEVENTEEN YEARS experience rest lightly on the shoulders of Ann Ginn, director of women's activities of WTCN, Minneapolis. Only 10 of the 17 years have been spent in radio, but the other seven years were a perfect training period. Five years as merchandiser for one of the world's largest hosiery manufacturers gave Ann Ginn an understanding of the advertiser's problems. Two years on the stage as a dramatic actress taught her the value of selling personality. She uses both her merchandising experience and her personality daily on the *Around the Town with Ann Ginn*. The program has been used by local and national accounts for seven years and now over 3,000 Northwest housewives have volunteered to assist Ann in the selection, approval, and merchandising of her accounts. These homemakers form the Northwest Homemaker's Testing Bureau.

HUGH BADER, formerly of the CBS junior staff in Hollywood, Charles Ludke, relief announcer, and George Livesey, junior announcer, have been added to the announcing staff of KGVO, Missoula, Mont.

LEONARD MEAKIN, announcer of WINX, Washington, has been ordered to immediate duty with the Fourth Armored Division at Fort Benning, Ga. He holds a reserve second lieutenant's commission.

WAYNE TYLER, formerly of WTNJ, Trenton, N. J., has joined WLVA, Lynchburg, Va.

TED BROWN and Jimmy Johnston have been added to the announcing staff of WSLS, Roanoke, Va.

RUSSELL WILEY has joined the announcing staff of WSIX, Nashville.

JAY BREEN of the news department of WOW, Omaha, on June 30 married Ruth Kunuth, of Omaha.

BERT BUZZINI, newscaster of KQW, San Jose, Cal. recently graduated from the San Francisco College of Law and was valedictorian for his class.

ERNEST JARVIS of CBS Hollywood production department, and a Naval reserve officer, has reported for active duty.

JACK TEMPLE, recently joined KDB, Santa Barbara, Cal., as production manager. He formerly engaged in Hollywood film production work and for a time was drama instructor at Stanford U.

NEAL HOPKINS, former freelance writer, has joined the NBC script division to handle the *Spin & Win with Jimmy Flynn* program, together with work on special events and documentary shows.

JACK SWIFT, formerly of WTSP, St. Petersburg, Fla., has joined the announcing staff of WSB, Atlanta.

ROY ROWAN, announcer of WKZO, Kalamazoo, has announced his engagement to Mae Irene Blum, of Flint, Mich.

GLENN WILLIAMS, news editor of WAGE, Syracuse, has been placed in charge of the station's merchandising department. Dee Finch, WAGE sportscaster, was married June 28 in Binghamton, N. Y.

BOB HEIDLER, news writer of WKRC, Cincinnati, is the father of a boy born June 24.

FRANK SCHRODER, known on the air as Nelson King and formerly production manager of WGRC, Louisville; Jack Donnell, of WGRC; and Dale Groom of WRTD, Richmond, have joined the announcing staff of WKRC, Cincinnati.

EDWIN BROWNE, in charge of educational and religious broadcasts of KMBC, Kansas City, has been named director of special events and public features.

CHARLES ANDERSON, Hollywood free lance announcer, has been called to Army duty.

LEITH STEVENS, Hollywood musical director of the CBS *Big Town* program, sponsored by Lever Bros. (Rinso), has been signed by RKO Radio Pictures for a film.

JOEL MALONE, CBS Hollywood continuity writer, sold movie rights of his original story, "Changed Identity", to MGM, and has also completed sale to Republic Studios of another script, "Raiders of El Durado".

RICHARD PERRY, formerly of Grant Adv. Inc., Dallas, has rejoined WFAA-KGKO, Dallas, in charge of early morning news.

HOWARD FISHER, recent addition to the announcing staff of KPAC, Port Arthur, Tex., has been awarded a scholarship to the School of Speech at Northwestern U.

CARL CLARK, formerly of WEMP, Milwaukee, and WTAQ, Green Bay, Wis., has been added to the announcing staff of WINN, Louisville.

GENE TWOMBLY, junior sound effects man of KNX, Hollywood, on July 6 directed a CBS dramatization of his original story, "The Return," second in the series of productions by non-professional employes of the studios under the program title *Young Ideas*.

Fastest Growing Market in Southeast

2 New Shipyards—
10,000 New Workers—
40,000 Officers and Men—

A Sales Management *High Spot!*

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

RICHARD AIKEN, a 1941 graduate of Carnegie Tech Drama School, has joined the announcing staff of KDKA, Pittsburgh.

ARTHUR PERLES, who has been handling publicity on CBS news department activities and special features, has been assigned to publicity for all CBS shortwave activities including the Latin American network which begins operations early in September. He will work under Edmund A. Chester, CBS director of shortwave broadcasting and Latin American relations. Robin Kinkead, formerly of the magazine division of the CBS publicity department, will take over Mr. Perles' duties.

EARL HOTALING has left the announcing staff of WLVA, Lynchburg, Va., to join WBTM, Danville, Va.

RICHARD GOGGIN, producer and director of WABC, New York, is on a two-week "busman's holiday" vacation at Woodstock, N. Y., where he is teaching radio acting and production to students at the Woodstock Playhouse.

LEW WALKER Jr., formerly of KYW, Philadelphia, has joined the announcing staff of WBYN, Brooklyn.

DAVID ROSS Jr., sophomore at Wisconsin U and son of CBS announcer David Ross, has joined WBBM, Chicago, for the summer. His nom d'air is Ross Davidson.

CATHERINE KING and Janie Simmet, both new to radio, have joined the program department of KYW, Philadelphia.

JAMES PARKS, head of the Chicago talent and production organization of the same name, on June 22 married Janet Findeisen in St. Louis.

BETTY TODD, continuity head of WBT, Charlotte, is in New York for the New York U Summer Radio Workshop.

CLAY DANIEL, announcer, and Jack Day, traffic manager, of WSJS, Winston-Salem, N. C., are fathers of baby boys born on consecutive days.

EZREL WAGES has joined the music library staff of WSB, Atlanta.

MAJ. JIMMIE STEVENSON, newscaster of WJR, Detroit, has returned after a four-week tour in the Judge Advocate General's office at the headquarters of the Sixth Area in Chicago. He expects to be called to active duty shortly.

JAMES ROMINE, assistant director of the WAPI, Birmingham, farm department, recently married Marguerite Turham, of Birmingham.

LLOYD DENNIS, program director of WJSV, Washington, is the father of a baby boy, his first child.

RUTH HOWARD, daughter of radio comedian Tom Howard and formerly of WBIX, Utica, and WOKO, Albany, has joined the staff of WJJD, Chicago, and will conduct the daily *Listen Ladies* program.

IMES-WEAVER Broadcasting Co., headed by Robin Weaver, editor of the *Neshoba Democrat*, a weekly of Philadelphia, Tenn., with Birney Imes, publisher of the *Columbus*, (Miss.) *Commercial-Dispatch* and operator of WCBI, Columbus, has applied for local stations in Murphreesboro, Columbia and Cleveland, all Tennessee communities. Mr. Imes also has a pending application for a local in Tupelo, Miss.

PARTNERSHIP of R. M. Wallace, chief engineer of WOLS, Florence, S. C., and G. E. Schnibben, theatre man from Florence, has applied to the FCC for a new local in Norfolk, Va., 250 watts on 1490 kc., contingent on WBOC going to 1230 kc.

AROUND THE TOP in the New Orleans city bowling loop is the team of WWL, now looking for a match with another station. Squad members are (top, l to r) Sid Larguier, Rene Robichaux and Bill Friess; botton, Lester Birchmeyer and Al Godwin.

Signs Farm Series

TRANSIT GRAIN & COMMISSION Co., Fort Worth, has signed for five-minute *Farm Flashes* by Charlie Tabor on KGKO, Fort Worth. Contract for 13 times was handled by Southern Adv. Agency, same city.

They Wear Badges

SPECIAL events crews from WTAG, Worcester, will have no difficulty from now on bucking police lines at fires and other emergencies. The Worcester police department has issued shiny regulation police shields to Announcers Holly Wright, Gil Hodges and Del Camp as well as Promotion Manager Phil Jasen.

WCBD Becomes WAIT

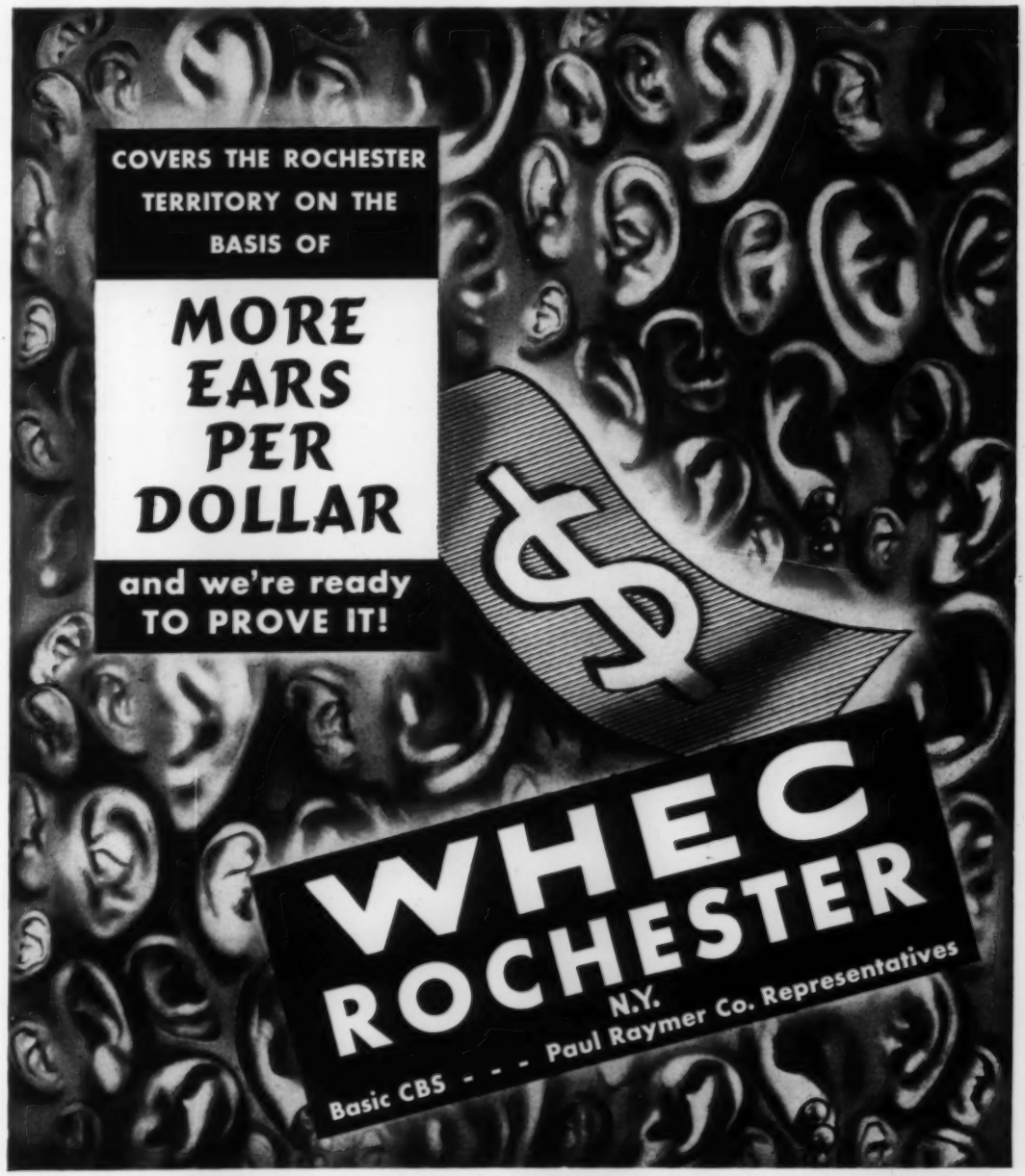
THE NEW call letters WAIT were issued by the FCC July 9 to WCBD, Chicago, close on the heels of its recent grant to that station of 5,000 watts on 820 kc. in lieu of its former assignment with that power on 1110 kc. WAIT was authorized to operate on the channel until sunset at Fort Worth, where WBAF-WFAA occupy it exclusively at night. The station is operated by Gene T. Dyer.

Felix Muniz Is Named As Director of WIAC

APPOINTING Felix Muniz, Puerto Rican advertising agency executive, to the managership of WIAC, under construction in San Juan, P. R., Enrique Abarca Sanfeliz, permitee of the new outlet, has set the starting date for October. Station was granted April 25 to Senor Sanfeliz, a manufacturer of sugar refining equipment, to operate with 5,000 watts day and 1,000 night on 580 kc. Complete personnel is to be chosen soon.

Technical construction of the station is being planned by Page & Davis, Washington consulting engineers. Complete studio and transmitter equipment, including a 5-DX transmitter, has been orderd from RCA and a 310-foot self supporting tower purchased from Blaw-Knox.

CHLP, Montreal, has appointed James L. Alexander, Toronto, as exclusive representative in Ontario, and Joseph Hershey McGillvra as exclusive representative in the United States.



Maca Yeast Series

NORTHWESTERN YEAST Co., Chicago (Maca) on June 30 launched its summer campaign with the sponsorship of *Songs of a Dreamer*, thrice-weekly quarter-hour show on 32 stations for 13 weeks. Already in its second year, the program features Gene Baker, baritone, and Doris Moore, home economics specialist. According to H. B. Taylor, advertising manager of the sponsoring company, broadcasts are carried on 16 stations of the Texas Network as well as 16 new stations which includes WSYR WMBD WTAD WDAF KWTO KFAB KMMJ KGNF WNAX KLZ WKY KQW KHQ WIBA WRVA WDBJ. Agency is Hays MacFarland & Co., Chicago.

How Kraft Sales Climbed

(*Continued from page* 11)

tainment can only be significant when the program is hand-tailored to fit its stars. *Kraft Music Hall*, with its varied entertainment, the special nature of its stars and guest talent, fits better into the hour pattern than into any other. The stars of *Kraft Music Hall* are on the air almost constantly during the full hour.

The fact that they are both on almost all the time and are likely to sing or talk at almost any moment, commands constant listener attention for 60 solid minutes. The full hour program give Crosby and Burns the time required to provide the sort of entertainment listeners tune into week after week, and year after year.

We know that the *Kraft Music Hall* audience has increased many times since introduction of the program on the NBC-Red network. One reason for this tremendously increased circulation is the greater number of radio sets in American homes. Today there are something in the neighborhood of 46 million radios in the United States. When we first went on the air with *Kraft Music Hall*, there were around 18 million.

It is difficult of course to analyze radio circulation exactly, even with most accurate checking services, coincidentals, and private surveys of many kinds. They do give us accurate bases for judgment, however, and on these bases, listening attention and numbers of our audiences have held a very high rate over eight years of performances.

At Point of Sale

The individual stars of the show have many times taken top honors in various popularity polls. Year after year, Bing Crosby has been voted most popular male singer in America. Ken Carpenter has been well out in front among popular announcers. Bob Burns, too, has been voted one of the leading comedians in popular favor.

Not to be forgotten of course is Connie Boswell, another top number in popularity polls. Then there is Don Ameche, newly added to the weekly show.

These are all signs, and gratifying signs, of the kind of listening audiences *Kraft Music Hall* possesses.

Most gratifying of all, however, from the standpoint of any advertiser, is the response at the point of sale. In our case, this response comes at the grocery stores of America. That response is consistent, immediately reflected in sales all over the country. Whichever Kraft product receives the weight of the selling on a Thursday night broadcast is spot-lighted the following morning in increased sales of that commodity.

We merchandise the show to dealers. We keep them aware of the job the program is doing. We do it by direct mail, and by announcement to the trade. Also through enthusiastic "selling" on the part of our salesmen. As a matter of fact, the grocers themselves frequently, and eloquently, tell us what the weekly broadcast is doing for them.

They're enthusiastic about it, not only as Crosby and Burns fans, but because of what the show does to the jingle of their cash registers. In the last analysis, sales at the corner grocery store and in the big city markets, week in and week out, 52 times a year, constitute the real "success story" of *Kraft Music Hall*.

Radio, Phonograph Sales Of Seven Firms Found To Be 75% of the Total

CONSOLIDATED SALES of seven of the leading radio and phonograph manufacturing corporations for 1939 aggregated $208,263,238 or 75½% of the total national output of such products, according to a survey recently completed by the FTC. Almost 9% of the business reported for that year consisted of export and foreign sales and services.

Of their total receipts from net sales and services $190,208,270 or 91.3% represented domestic sales and services and $18,054,965 or 8.7% represented export and foreign sales and services.

The total operating outgo of that year (including raw materials, wages, taxes, depreciation etc.) amounted to $193,273,037 or 76.3 cents of every dollar of sales.

The combined net income (before deduction of interest on long-term borrowings and income taxes) on the average total capital employed by the seven corporations represented a rate of return of 13.9%. The net income on the average corporate net worth investment, of stockholders' equity before provisions for income taxes was 14.7% of the stockholders' investment.

Cash dividends paid during 1939 represented a return of approximately 7.4% to the stockholders on the average ledger value (not market value) of their equity of $101,610,262.

CBS Drops Schedules

BECAUSE in the majority of cases individual CBS stations provide their own local program schedules to radio editors, the network as of July 13 discontinued its comprehensive schedule of CBS broadcasts, heretofore issued each week. According to Louis Ruppel, CBS director of publicity, WABC, New York, for instance, will provide its own program schedule folio together with a summary of other network features.

AMERICAN JUNIOR RED CROSS next fall will become a collaborator in the CBS *School of the Air of the Americas* programs, recommending regular listening for its student members and related societies in Latin America and Canada.

STANDARD RADIO, Chicago, has announced the following new and renewal subscribers to its program library service: WCKY KROC KBWD WKST KVOO WOMI KBUR KTOK WLAP WERC KXO WLBC KVEC WMMN.

KBUR

IOWA'S ANSWER TO THE

NEW

BURLINGTON MARKET

The NEW site of one of the Government's largest Ordnance Plants

One Half Million Increase of New Spendable Dollars Per Week!

TWENTY THOUSAND NEW CONSUMERS and still more NEW ones rushing in for BURLINGTON'S NEW GOLD!

KBUR

offers you the most dominant vehicle with which to garner your share of these NEW DOLLARS.

KBUR is one of the FINEST local stations in America. FINEST because of PROGRAMMING and SUPERIOR MERCHANDISING service.

To get your share of the NEW DOLLARS in the NEW BURLINGTON market, you'll need to use IOWA'S NEWEST radio station . . .

KBUR

BURLINGTON BROADCASTING CO.

BURLINGTON, IOWA — JOE DU MOND, Gen. Mgr.

WCKY

The L. B. Wilson Station

CINCINNATI • 50,000 watts • CBS

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

Purely PROGRAMS

SPOT NEWS dramatizations on WPEN, Philadelphia, utilize three quarter-hour periods each week for *It Happened Today*. Three of the most important news stories of the day are dramatized. The production is directed by Gene Kerns, staff producer, with scripts by Bob Bloomfield, head of the continuity department.

* * *

Mental Magic

HYPNOTISM is the subject of a series of programs on KGVO, Missoula, Mont. Dr. A. S. McPhee and Dean E. A. Atkinson of Montana State U demonstrate and discuss the phenomenon. The series is part of KGVO's *Friendly Forum*, conducted by Chief Announcer Paul Aurandt.

* * *

At Your Service

TO SOLVE the problem of giving free time to service and welfare organizations, Milton Kaye, program director of WPAT, Paterson, N. J., has started a quarter-hour five times weekly *WPAT at Your Service* program of courtesy announcements for the groups.

* * *

Transcribed News

UNUSUAL news program heard thrice-weekly on WHN, New York, is *The Headlines Speak* quarter-hour broadcast of news recorded "on the spot" by Robert Vincent and Norman Ober with portable transcription equipment and then edited for use on the air.

* * *

Negro Quiz

NEGRO contestants exclusively take part in the new half-hour quiz show which started on WOR, New York, July 6. Titled *Cab Calloway's Quizzical*, the program features the famous Negro band leader as m.c.

* * *

Bus Banter

HUMAN interest stories of bus travel are gleaned at the Kalamazoo bus station by Bob Latting, who conducts *Banter Between Busses* on WKZO, Kalamazoo.

All the Army News

PACIFIC COAST Army Camp News is the title of a new weekly quarter-hour program launched on NBC Pacific Blue stations. Hank McCune, commentator, is assisted by Victor Perrin, announcer, in relating what goes on in the army camps as told by draftees in their letters, as reported in the camp newspapers or by the public relations offices. Series is being written and produced by Ned Tollinger.

* * *

Some of Both

SINCE public surveys seem to show that some listeners like "hot" music and others like it "sweet," Joe Rines, musical director of WMCA, New York, has arranged a weekly program *Sweet & Hot* which offers samples of music in its various styles and announces for listeners other musical shows on WMCA during the week.

INSTRUCTION AT WSB

College Students Are Given Practical Training

ACCEPTING outstanding Georgia college students as fledgling radio men, WSB, Atlanta, has set up a systematic program of apprentice instruction. Under the plan, instruction is given in announcing, production, writing, dramatics, sports and special events, newscasting and commercial radio. In previous years WSB brought in apprentices to learn radio, but no definite system of instruction was employed.

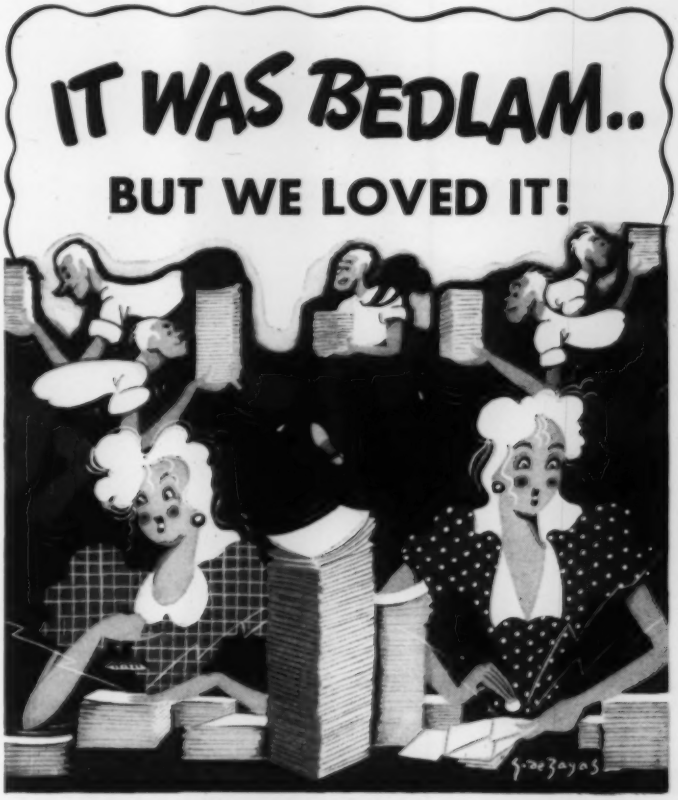
Two students already have started their six-week course of instruction—Mark Waits, of the U of Georgia, and Robert Finklestein, of Georgia Tech. Classes are held each morning for one hour, with a different subject studied each day. Outside assignments are given. Attendance at certain programs is compulsory.

Staff members acting as instructors are Bob Pollock, announcing and production; Elmo Ellis, writing; Madelinn Chace, dramatics; Marcus Bartlett, sports and special events; Walter Paschall, news editing and presentation; John Outler, commercial radio.

Radio Aquas

DOCUMENTS certifying that the recipients were captains of the Aquatennial celebration held in Minneapolis this year have been sent on the suggestion of Earl H. Gammons, manager of WCCO, to William S. Paley, Niles Trammell, Neville Miller, H. V. Kaltenborn, Elmer Davis, Paul Sullivan, Eric Sevareid, Kate Smith, Stephen Early, Paul White, Fred Allen, Bob Hawk, Jack Benny, Bob Hope, Edgar Bergen, Louis Ruppel and Harold Hough.

for INTENSIVE COVERAGE of the SOUTH'S 7th CITY
among the 100,000 or more group for per capita effective buying income
use KTBS
SHREVEPORT, LA.
1000 WATTS • NBC
The Branham Co. — Representatives



Ed East's "Breakfast in Bedlam" pulled 29,473 responses in one week!

Are people wide awake enough at 7 A. M. to respond to a radio offer? But . . . *definitely!*

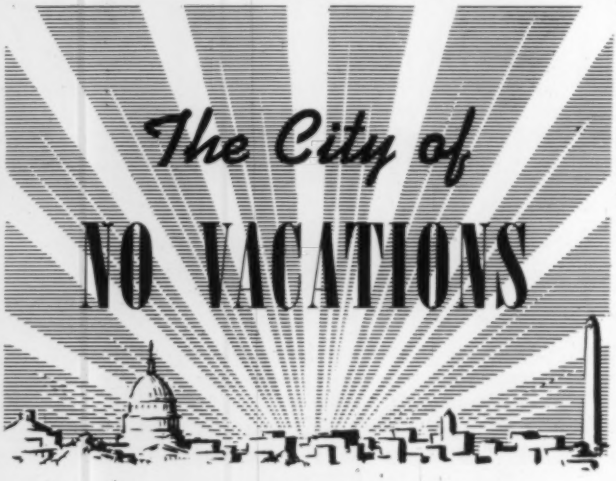
Ed East's "Breakfast in Bedlam" has long been a favorite with the "early birds" who live in the World's Richest Market. But even we were surprised when 29,473 people wrote in for a four-page newspaper about the program. We had to print three editions to take care of the demand! And we had to hire five extra people to get them out. This response is still another amazing indication of "Breakfast in Bedlam's" audience size and responsiveness.

It's concrete evidence that Ed East's "Breakfast in Bedlam" has "what it takes." He can sell *your* product as he has sold dozens of others. May we show you how?

You may buy 15-minute units, 50- or 100-word live announcements, or 1-minute transcribed announcements in "Breakfast in Bedlam" (7 to 7:55 A. M., Monday through Saturday).

Represented Nationally by NBC SPOT Sales Offices
NEW YORK CHICAGO SAN FRANCISCO BOSTON CLEVELAND
DENVER HOLLYWOOD WASHINGTON

WJZ
NEW YORK
50,000 WATTS • 770 KC.
Key Station NBC Blue Network



IN most cities it's estimated that 10% of the people are away during each of the summer months.

But, with the steadily mounting flood of newcomers, due to the tremendously expanding government defense program, and parallel rising business activity, WASHINGTON actually will have MORE people here during this summer than were here during the past winter season which hit an all-time high.

So really, there's no vacation period in Washington this summer. And that's *another* good reason for you to switch *now* to WRC—the station thoroughly covering the 1,000,000 people, with 2,000,000 Pocketbook Power*, in the Washington Trading Area.

Remember, these thousands of newcomers, from all over the country, are furnishing new homes, getting new clothes, laying in new supplies, forming *new buying habits.* You ought to begin now to tell them about YOUR PRODUCTS through

WRC

980 Kc. 5000 Watts NBC—Red Network

Trans-Lux Building, Washington, D. C.

Represented nationally by

NATIONAL BROADCASTING COMPANY

Spot Sales Offices in
Washington, New York, Chicago, San Francisco,
Boston, Cleveland, Denver and Hollywood

★ Gov't statistics show that Washingtonians have DOUBLE the per capita income of residents of any other city.

Merchandising & Promotion

Sidewalk News—Theatre Tieup—Promoting FM—Forecasting 'Forecast'—Midnight Million

KSO, Des Moines, is cooperating with General Mills this season in promoting Wheaties by working with C. C. Taft Co., local grocery and fruit wholesaler. The Taft Co. is holding a contest among grocers, running simultaneously with the plugging of the Wheaties banana sale on KSO and WNAX by Gene Shumate and Don O'Brien, in which prizes are given for the best floor or window displays of the product.

* * *

Caricatures for WOR

CONTINUING its policy of using well-known caricatures for promotion, WOR, New York, has released 700 new car ads bearing the figure of the lantern-jawed man with the ear trumpet, made familiar by Cartoonist George Price in the *New Yorker*. Cards show the ear trumpet turned to WOR.

* * *

News to the Sidewalk

ON-THE-HOUR news flashes for passerbys have been started by WCAU, Philadelphia. Discarding the news bulletin board in front of the station building because it has been obstructing traffic, a loudspeaker has been hung from the newsroom. Each hour, on the hour, a three-minute news summary is carried over the loudspeaker into the street. The periods are not broadcast.

* * *

A Bond a Day

AS A PATRIOTIC promotion, CKNX, Wingham, Ont., is giving away a $5 War Saving Certificate daily on the station's *Noonday Newscast*.

* * *

News Charts

COMPLETE CHART of newscasts on stations in the New York area is offered listeners to the nightly newscast of RCA-Victor on WEAF, New York. Thousands of requests have been received for the cards, which also list the time and station of 18 of the top commentators.

Ottumwa Tieup

OWNER of all four theatres in Ottumwa, Ia., as well as other theatres in the State, has made a tieup with KBIZ to cut in station promotion on newsreels. In addition the theatres furnish passes for the station's man-on-the-street programs and for quiz show based on the movies.

* * *

The Art of Worry

DOOR KNOB CARDS with the warning—"Worry Period, please do not disturb!"—are being distributed by WBIG, Greensboro, N. C. On the reverse side is a humorous discourse on how to get the most of and how to get rich without worry by using WBIG.

* * *

FM in Milwaukee

WINDOW posters with spectacular photos of forked lightning crashing over downtown Milwaukee and the invitation, "Enjoy FM on nights like this!", are being distributed to radio dealers in Milwaukee and vicinity by the *Milwaukee Journal* on behalf of W55M, FM adjunct of WTMJ. Copy on the cards also gives the story of staticless FM and the weekly schedule of the station.

* * *

At the Parks

PATRONS of amusement parks and beaches around New York can hear the 5:30-7:30 p.m. broadcasts of the *Make Believe Ballroom* programs on WNEW, New York, over loudspeaker facilities set up by the station as a promotional stunt.

* * *

Forecast of Forecast

TO PROMOTE the first broadcast of the CBS second annual *Forecast* series, starting July 14, CBS has issued a 20-page brochure "Seventh Son—Monday Nights at Nine", describing the 12 programs scheduled in the group and their availability to potential sponsors.

* * *

All Night

ILLUSTRATED with a night view of New York, 1,000 booklets titled "The Midnight Million" are being issued by WBNX, New York, calling attention to the *All Through the Night* programs heard nightly except Sundays after 12 midnight.

Reserve Your Copy of

1941 Iowa Radio Audience Survey

NOW

Conducted by Dr. H. B. Summers of Kansas State College, the 1941 Iowa Radio Audience Survey is an authoritative study . . tells virtually everything you need to know about Iowa and Middlewest radio listeners' habits . . furnishes a means by which you can scientifically check almost all your advertising plans in this section.

Write for it. No cost or obligation.

Address Dept. B

STATION WHO

DES MOINES, IOWA

WJHP

N·B·C BLUE

Summertime is a busy time for Jacksonville. Get your share of this business. Make WJHP a must.

H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. G. DUNHAM, Mgr.
CHICAGO DETROIT ATLANTA PHILADELPHIA

WJHP

JACKSONVILLE FLA.

BROCHURES

NORTHERN BROADCASTING Co. —Folder with coverage maps based on the CBS coverage method on stations CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CFCH, North Bay, Ont.; CKRN, Rouyn, Que.; CKVD, Val D'Or, Que.

NBC-Red—Buff-colored booklet, "A Bit of Sunshine", telling in words and pictures the story of the *Refugee Children's Hour*.

KOY, Phoenix—Two-color, 20-page, promotional booklet, inserted in colored file folder, headed "KOY, Phoenix, Key Station, Arizona Network."

CBS-Pacific Network—Four-page piece pointing to the value of program testing.

NBC, Hollywood—Pocket-size cartoon and photograph illustrated booklet relating advantages of participation in *Art Baker's Notebook* on NBC-Pacific Blue.

KFYR, Bismarck, N. D. — New 24-page booklet with pictures of the station's staff, NBC stars and the station equipment.

UNITED PRESS—Folder on UP coverages of Latin America.

WSYR, Syracuse—Survey on how 123 products sell in the Syracuse area.

Ben Polin a Hero

BEN POLIN, CBS Hollywood photographer, was the hero in a dramatic rescue on July 6 when he swam across rip-tide at Manhattan Beach, Cal. to the aid of a drowning man, bringing him safely ashore.

GIANT GRAB BAG, 14-foot replica of the sponsor's six-bottle-package, stands on the stage of Baltimore's Hippodrome for the Monday night *Arrow Grab Bag Quiz* sponsored on WBAL by Globe Brewing Co., Baltimore (Arrow beer). Quizees win prizes such as electric toasters, radios, clocks, etc. and get them by pulling strings on the big bag. When a contestant fails to answer Bill Harson's questions, cash is dropped into a jackpot which eventually goes to any Marylander whose automobile number is drawn from the big beer keg at left during the program.

Precise Sounds

BEFORE CUTTING a new series of vacation travel spot announcements, released on a number of California stations, Southern Pacific Co. commissioned Photo & Sound, San Francisco transcription firm, to take a portable recorder along their right of way and transcribe authentic sound effects. Western railroaders and fans had complained that the stock sound effects featured only *eastern* type locomotives.

Fox Furs Drive

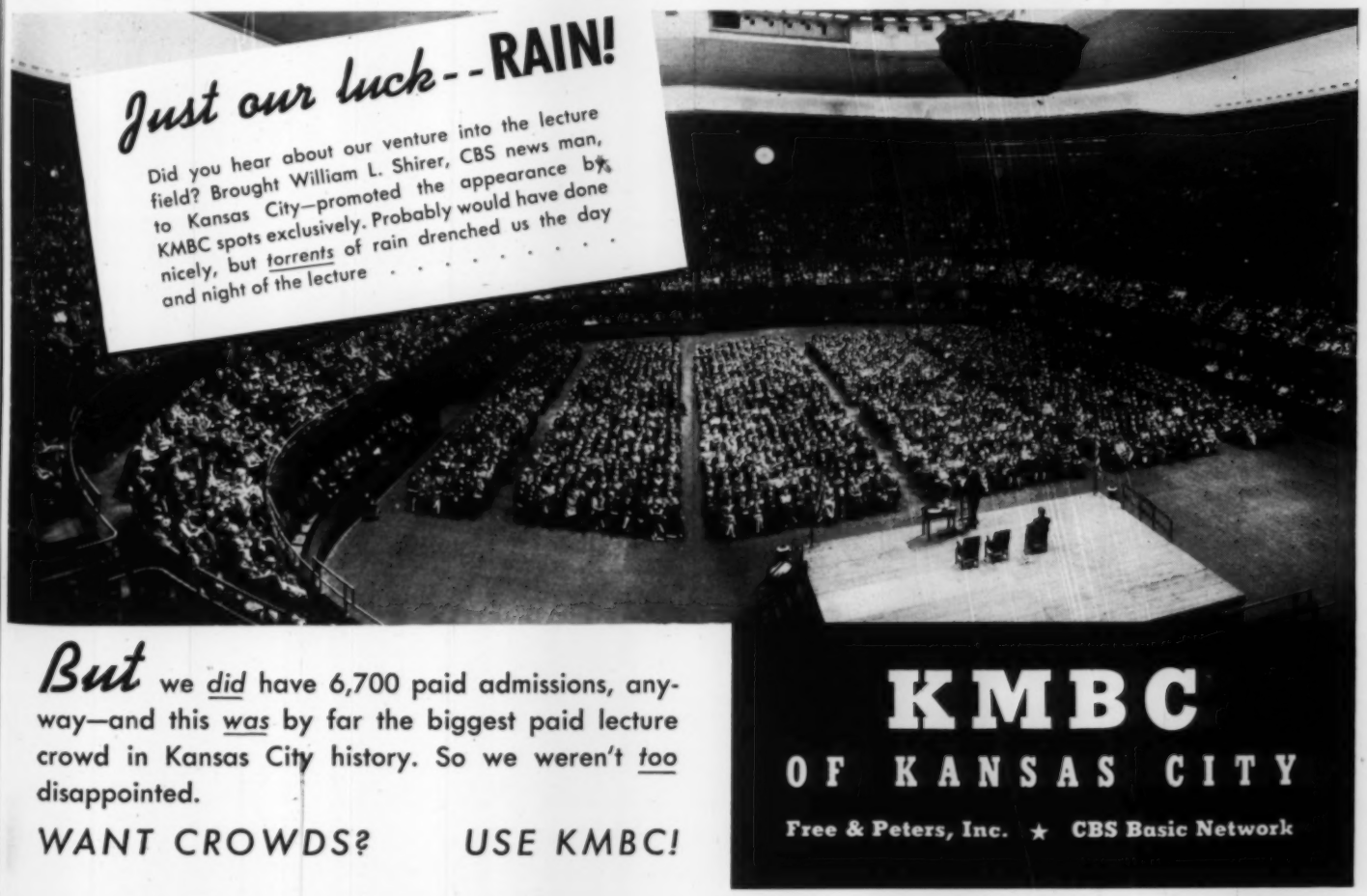
I. J. FOX Inc., New York (furs) on July 20 will begin the largest spot announcement schedule in its history to advertise its two annual fall sales—the August fur sale and the yearly anniversary sale. There will be a total of 600 spots weekly on 12 stations in New York and the surrounding areas during the 24-week campaign. Tentative station list includes: WMCA WNEW WHN WHOM WOR WINS WAAT WOV WCAP WFAS WGBB and WBRB. Account was placed direct through Lew Kashuk, advertising director for the firm.

More Breweries Adopt Brisacher Disc Series

A GROUP of new advertisers, cooperatively sponsoring the *Barrel of Fun*, transcribed program, has been announced by Emil Brisacher, president of Brisacher, Davis & Staff, San Francisco, owners of the show. Peter Hand Brewery Co. on July 11 began sponsorship of the program on WBBM, Chicago, through Mitchell-Faust Adv. Co.; Brewing Corp. of America, through Hubbell Adv. Agency, Cleveland, has added WIBX, Utica; WJTN, Jamestown, N. Y.; WMRN, Marian, O.; WMAN, Mansfield, O.; WLEU, Erie, Pa.

Fort Pitt Brewing Co., through BBDO, Pittsburgh, has added WCHS, Charleston, W. Va.; WBLK, Clarksburg, WWVA, Wheeling. Southern Brewing Co., through Peninsular Adv. Agency, Tampa, Fla., has added WSPB, Sarasota, and WBDO, Orlando, Fla. Acme Breweries, San Francisco, through Brisacher, Davis & Staff, has added three Alaskan stations, KFQD, Anchorage; KFAR, Fairbanks and KGBU, Ketchikan, as well as KHSL, Chico, Cal. and KXO, El Centro, Cal.

DEFENSE handbook written by H. V. Kaltenborn, NBC-Red news analyst, and issued by his sponsor the Pure Oil Co., will be used by the U. S. Marine Corps as material for its recruiting pamphlet. Book is first in series of three to be issued by Pure Oil, subsequent ones to deal with the Army and the Air Corps.


Just our luck--RAIN!
Did you hear about our venture into the lecture field? Brought William L. Shirer, CBS news man, to Kansas City—promoted the appearance by KMBC spots exclusively. Probably would have done nicely, but torrents of rain drenched us the day and night of the lecture . . . . . .
But we did have 6,700 paid admissions, anyway—and this was by far the biggest paid lecture crowd in Kansas City history. So we weren't too disappointed.
WANT CROWDS? USE KMBC!
KMBC
OF KANSAS CITY
Free & Peters, Inc. ★ CBS Basic Network

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY, Schenectady

Canada Dry Ginger Ale, New York (Spur) 6 *sa* or *ta* weekly, thru J. M. Mathes Inc., N. Y.

Procter & Gamble Co., Cincinnati (Oxydol), 5 *t* weekly, thru Blackett-Sample-Hummert, N. Y.

Oyster Shell Products Co., New Rochelle, N. Y. (poultry feed), weekly *sa*, thru Cecil & Presbrey, N. Y.

Sweets Co. of America, New York (Tootsie Roll), 3 *ta* weekly, thru Biow Co., N. Y.

McGowen-Educator Food Co., Lowell, Mass. (Crax), 3 *sa* weekly, thru John W. Queen, Boston.

Gulf Oil Corp., Pittsburgh (Gulfspray), 2 *t* weekly, thru Young & Rubicam, N. Y.

E. L. Knowles Inc., Springfield, Mass. (Rubine), 3 *sa* weekly, thru Chas. W. Hoyt Co., N. Y.

Ball Brothers, Munice, Ind. (glass jars), 3 *sa* weekly, thru Appelgate Adv. Agency, Munice.

Lumbermen's Mutual Casualty Co., Chicago (insurance), 6 *ta* weekly, thru Leo Burnett Co., Chicago.

M & M Ltd., Newark (candy), 2 *sa* weekly, thru Lord & Thomas, N. Y.

Spaulding Bakeries, Binghamton, N. Y., 3 *sp* weekly, direct.

Procter & Gamble Co., Cincinnati (Duz), *sa*, series, thru Compton Adv., N. Y.

Kellogg Co., Battle Creek, Mich. (Pep), *ta* series, thru Kenyon & Eckhardt, N. Y.

Manhattan Soap Co., New York (Sweetheart), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

Peter Paul Inc., Naugatuck, Conn. (candy, gum), *t*, *sp* series, thru Platt-Forbes, N. Y.

Johnson & Johnson, New Brunswick, N. J. (Tek toothbrush), 5 *sa* weekly, thru Ferry-Hanly, N. Y.

American Chicle Co., Long Island City (Dentyne), *t*, *sp*, thru Badger, Browning & Hersey, N. Y.

KHJ, Los Angeles

Warner Bros. Theatres, Hollywood (motion pictures), 30 *sa* thru Stodel Adv. Co., Los Angeles.

American Cigarette & Cigar Co., New York (Pall Mall cigarettes), 24 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

MacFadden Publications, New York (*Liberty* magazine), *sp* weekly, thru Erwin, Wasey & Co., N. Y.

California Federal Savings & Loan Assn., Los Angeles (investments), 5 *ta* weekly, thru Elwood J. Robinson Adv. Agency.

Metropolitan Federal Savings & Loan Assn., Los Angeles (investments), 5 *sp* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.

Lawrdon Chemical Co., Los Angeles (wax products), 5 *sp* weekly, thru Allied Adv. Agencies, Los Angeles.

WBOC, Salisbury, Md.

Read Drug & Chemical Co., Baltimore, 150 *sa*, direct.

Swift & Co., Chicago (Jewel), 156 *sa*, thru J. Walter Thompson Co., Chicago.

Philadelphia Dairy Products Co., Philadelphia, 2 *sp* daily, *sp* weekly, thru Scheck Adv. Agency, Newark.

Frey-Weaver Co., Lancaster, Pa. (coffee), 3 *sp* weekly, direct.

WTMJ, Milwaukee

American Chicle Co., Long Island City, 6 *sp* weekly, thru Badger, Browning & Hersey, N. Y.

Miller Brewing Co., Milwaukee, 414 *sa*, thru H. C. Mulberger Inc., Milwaukee.

Corn Products Refining Co., New York, 6 *sp* weekly, thru C. L. Miller Co., N. Y.

Peter Paul Inc., Naugatuck, Conn., 3 *sp* weekly, thru Platt-Forbes, N. Y.

WICC, Bridgeport, Conn.

Wilson & Co., Chicago (Ideal dog food), 3 *sa* weekly, thru U. S. Adv. Corp., Chicago.

Manhattan Soap Co., New York (Sweetheart), 5 *sa* weekly, thru Franklin Bruck Adv. Corp., N. Y.

Krueger Brewing Co., Newark, 65 *sa*, thru Compton Adv., N. Y.

Ex-Lax Inc., New York (proprietary), 115 *sa*, thru Joseph Katz Co., N. Y.

Dr. Swett Root Beer, Boston, 130 *ta*, thru C. L. Miller Co., Boston.

Canada Dry Ginger Ale, New York (Spur), 260 *ta*, thru J. M. Mathes Inc., N. Y.

Clicquot Club Co., Millis, Mass., 170 *ta*, thru N. W. Ayer & Son, N. Y.

Lever Bros. Co., New York (Swan), 10 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

Church & Dwight, New York (Cow brand soda), 156 *sa*, thru Brooke, Smith, French & Dorrance, N. Y.

BC Remedy Co., Durham, N. C. (proprietary), 364 *ta*, thru Harvey-Massengale Co., Durham.

Atlantic Refining Co., Philadelphia (White Flash gasoline), 3 *sa* weekly, thru N. W. Ayer & Son, N. Y.

Penick & Ford, New York (My-T-Fine pudding), 5 *ta* weekly, thru BBDO, N. Y.

Continental Baking Co., New York, 9 *ta*, thru Benton & Bowles, N. Y.

P. Ballantine & Sons, New York, 15 *ta* weekly, thru J. Walter Thompson Co., N. Y.

Hudson Motor Car Co., Detroit, 84 *sa*, thru Brenallen Co., N. Y.

Chr. Hansen Labs., Little Falls, N. Y. (Junket), 3 *sa* weekly, thru Mitchell-Faust Adv. Agency, Chicago.

KECA, Los Angeles

Metropolitan Federal Savings & Loan Assn., Los Angeles (investments), 7 *ta* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.

California Federal Savings & Loan Assn., Los Angeles (investments), 18 *ta* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.

Pennant Oil & Grease Co., Los Angeles (motor oil), 2 *ta* weekly, thru Brisacher, Davis & Staff, Los Angeles.

Western Federal Savings & Loan Assn., Los Angeles (investments), 3 *sa* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.

WRC-WMAL, Washington

Charles E. Hires Co., Phila. (root beer), 39 *sa*, thru O'Dea, Sheldon & Canaday, N. Y.

Tru-Aide Inc., Los Angeles, 50 *sa*, thru Beaumont & Hohman, Los Angeles.

Macfadden Publications, New York, 22 *sa*, thru Arthur Kudner Inc., N. Y.

Starr Pen Co., Chicago, 4 *t* weekly, thru United Adv. Cos., Chicago.

KFI, Los Angeles

Sunnyvale Packing Co., San Francisco (Rancho soup), 5 *ta* weekly, thru Lord & Thomas, San Francisco.

Smart & Final Co., Wilmington, Cal., (canned goods), 3 *sp* weekly, thru Heintz Pickering & Co., Los Angeles.

CFQC, Saskatoon, Sask.

White Labs., Chicago (Feenamint), 52 *sa*, thru Baker Adv. Agency, Toronto.

WFIL, Philadelphia

Steel Pier Corp., Atlantic City (amusement pier), 6 *sa* weekly, placed direct.

Philadelphia Dairy Products, Philadelphia (ice cream), 5 *sp* weekly, thru Scheck Adv., Newark, N. J.

Clicquot Club Co., Millis, Mass. (Clicquot Club), 10 *ta* weekly, thru N. W. Ayer, N. Y.

A.B.C. Credit Corp., Philadelphia (small loans), 6 *sa* weekly, thru Solis S. Cantor, Philadelphia.

Lydia S. Pinkham Medicine Co., Lynn, Mass. (Pinkham's Compound and Tablets), 10 *ta* weekly, thru Erwin, Wasey & Co., N. Y.

Doyle Packing Co., Inc. of New Jersey, Newark (Strongheart Dog Food), 6 *sa* weekly, thru H. M. Alexander, N. Y.

Vick Chemical Co., New York (Vick products), 6 *sp* weekly, thru Morse International, N. Y.

Otto Erlanger Brewing Co., Philadelphia (beer), 6 *sp* weekly, thru J. M. Korn, Philadelphia.

West End Furniture Co., Philadelphia (household furnishings), 18 *sa* weekly, thru Cox & Tanz, Philadelphia.

WBT, Charlotte

California Fruit Growers Exchange, Los Angeles (oranges, lemons), 5 *sa* weekly, 5 *sa* weekly, thru Lord & Thomas, Los Angeles.

Kerr Glass Mfg. Co., Los Angeles (fruit jars), 5 *sa* weekly, thru Raymond R. Morgan Co., Hollywood.

Procter & Gamble Co., Cincinnati (Duz), 5 *t* weekly, 5 *t* weekly, 3 *sa* weekly, thru Compton Adv., N. Y.

Swift & Co., Chicago (Jewel shortening), 6 *ta* weekly, thru J. Walter Thompson Co., Chicago.

KQW, San Jose, Cal.

Seaboard Finance Co., Los Angeles (loans), 7 *sp* weekly, 14 *sa* weekly, thru Smith & Bull, Los Angeles.

Standard Distributing Co., Chicago, (color camera), 3 *sp* weekly, thru Lane, Benson, McClure, Chicago.

Bernay Perfume Co., Chicago, 3 *sp* weekly, thru United Adv. Cos., Chicago.

Golden State Co., San Francisco (Golden-V Vitamin milk), 10 *ta* weekly, thru Ruthrauff & Ryan, San Francisco.

State-Line Country Club, Lake Tahoe, Nev. (resort) 6 *sa* weekly, direct.

KOA, Denver

Carey Salt Co., Hutchinson, Kan., 10 *sa* weekly, thru McJunkin Adv. Co., Chicago.

Procter & Gamble Co., Cincinnati, (Dash), 5 *ta* weekly, thru Pedlar & Ryan, N. Y.

E. B. Millar Coffee Co., Denver (coffee), 7 *sa* weekly, thru Robertson Adv. Co., Denver.

KPO, San Francisco

Cook Products Corp., San Francisco (Girard's salad dressing), weekly *t*, thru Rufus Rhoades & Co., San Francisco.

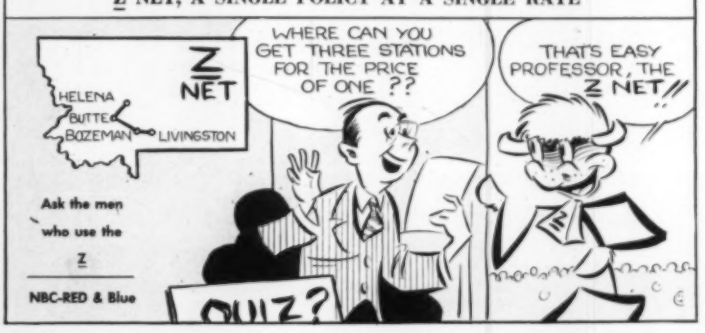
Southern Pacific Co., San Francisco, 23 *sa*, thru Lord & Thomas, San Francisco.

WNAC, Boston

Sudbury Labs., So. Sudbury, Mass. (Chaperone), *sa* series, thru Mason L. Ham Adv. Agency, Boston.

Stera-Kleen Inc., Jersey City, 26 *sp*, thru Redfield-Johnstone, N. Y.

Z NET, A SINGLE POLICY AT A SINGLE RATE



CANADIAN LICENSES REACH NEW RECORD

A NEW RECORD for licensed radio receivers was set in Canada for the fiscal year ended March 31, 1941, when 1,454,717 licenses were recorded, against 1,345,157 in the previous fiscal year, according to a report released by the Radio Branch, Department of Transport, Ottawa.

Unlike last year's figures, which represented every licensed radio receiver in use, this year one license only was necessary for one dwelling, no matter how many radios were in use. Separate licenses are necessary for auto radios. Annual license fee is $2.50. Final figures for the fiscal year 1940-41 by provinces show most licenses issued in Ontario with 558,780; Quebec, 346,328; British Columbia, 125,714; Saskatchewan, 109,713; Alberta, 108,649; Manitoba, 94,357; Nova Scotia, 62,496; New Brunswick, 41,758; Prince Edward Island, 6,337; Yukon and Northwest Territories, 585.

Free licenses issued to blind persons, hospitals, schools and the Army amounted to 6,562. There were 236 crystal sets licensed free. Based on the official estimated population of 11,315,000 in 1939, there is now a radio receiver for every 7.7 persons in Canada.

Sales Meeting Is Held By Officials of WLW

SEMI-ANNUAL sales meeting of WLW, Cincinnati, bringing together members of the eastern and midwestern sales staff was held July 11-12 in Cincinnati under the direction of Robert E. Dunville, general sales manager for the broadcasting division of Crosley Corp. Discussed was the meaning of the monopoly hearings to sales, the development of new programs for sales, merchandising activities and plans, and trade relations in the drug and grocery fields.

Station personnel attending were James D. Shouse, vice-president in charge of broadcasting; George C. Biggar, program director; Harry M. Smith, sales manager; Warren Jennings, manager, and Frank Fenton and George Comtois, of the New York office; Walter Callahan, manager, and Richard Garner and George Clark, of the Chicago office; Beulah Strawway, director of merchandising and research department and Joseph Baker, assistant director; Robert Savage, production director, and Ed Feinthel, assistant director; Chick Allison, director, and Richard Ruppert, assistant director of the promotion department; John Rudolph, drug field director, and William Oldham, grocery director, of the trade extension department.

Triple Discs to Avoid Subs

TO INSURE its receipt in England, CBS has sent three transcriptions via separate ships of *Highways for Americans*, a special defense program carried on the network July 13. Written and directed by Bernard Schoenfeld and Earle McGill, respectively, the program was produced in cooperation with the Office for Emergency Management with Paul Muni as narrator. BBC asked for it as a "semi-documentary program representative of America" and a special version was transcribed under the direction of Guy della-Cioppa.

Radio Advertisers

R. C. WILLIAMS & Co., New York, has signed to sponsor John B. Kennedy, news analyst, thrice-weekly on WNEW, New York. Kennedy's commentaries now are sold all five weekdays. Williams sponsors Monday, Wednesday, Friday for Royal Scarlet Coffee, 7:30-7:45 p.m., through Alley & Richards Co., New York. Seidenberg Cigar Co. sponsors Kennedy on Thursdays, and starting Aug. 5, L. O. Koven & Brother, Jersey City, will sponsor the broadcasts for oil burners, through Spooner & Kreigel, New York.

SIOUX STEEL CO., Sioux Falls, S. D. (Sioux Steel grain bins) on June 30 started daily participation in the *Farm Journal*, conducted by Austin Fenger, on KSFO, San Francisco. Agency is Brewer-Weeks Co., San Francisco.

COOK PRODUCTS Corp., San Francisco (Girard's salad dressing) on July 3 renewed for 13 weeks its weekly five-minute transcribed program, *Hollywood Headlines*, on KPO, San Francisco. Agency is Rufus Rhoades & Co., San Francisco.

UNIVERSAL MILLS, Fort Worth, is presenting Ernest Tubb, cowboy singer, in a series of 260 programs on KGKO, Fort Worth, on behalf of Gold Chain flour. Agency is Ray K. Glenn Agency, Fort Worth.

REAL CREAM Inc., San Francisco (Avoset), is sponsoring a new series of musical jingle spots prepared by Photo & Sound Inc., San Francisco, for release on KGU and KGMB, Honolulu.

SOUTHEASTERN MICHIGAN TOURIST Assn., after a four-week test, has renewed *Wings Over Michigan* for another four weeks on CKLW, Windsor-Detroit. Aired as part of CKLW's *Dawn Patrol*, the program runs six half-hours weekly and is designed to attract visitors to Michigan from neighboring states by describing the beauties of resort spots through a mythical plane flight.

NORTHERN FRUIT JOBBERS Assn., Duluth-Superior, has contracted to sponsor for 52 weeks *Do You Know?*, kitchen hints and recorded music program on WDSM, Superior.

THE Lithuanian Hour on WHIP, Chicago, has added City Furniture Co. as a participating sponsor for 26 weeks, and on July 25 renews Morris B. Sachs (clothiers) for 52 more weeks of half-hour participations. Saltimeras Radio Advertisers, Chicago, handles the accounts.

NORWICH PHARMACAL Co. returns to the air over four Yankee Network stations (WNAC WEAN WTAG WTIC) to promote its Pepto-Bismol, and on the first program in the WNAC studios is John Alden, comp..ny's v-p, with Frances Scott, mistress of ceremonies. Program is titled *What Burns You Up?* and has to do with pet peeves and embarrassing moments. It is placed by the Lawrence C. Gumbinner Adv. Agency, New York.

BECKMAN FUR Co., Los Angeles, has started sponsoring a weekly quarter-hour live musical program, *Sunday Serenade*, on KNX, Hollywood. Contract is for 13 weeks, having started July 6. Firm also uses spot announcements on local stations. Agency is Glasser-Gailey & Co., Los Angeles.

MORRIS PLAN BANK, Philadelphia (personal loans), started a new broadcast series on WFIL, Philadelphia, on July 1. Scheduled six nights a week, 10:30-10:45 p.m., the program introduces John Corcoran for inside and off-the-record news comments on the European situation. Mr. Corcoran for 13 years was representative in London, Paris and Berlin for *Pictorial Review*. Agency is Philip Klein, Philadelphia.

UNITED AIRCRAFT INSTITUTE, Dallas, has started *Behind the Battlefronts*, weekly quarter-hour war news analysis by Norton McGriffin, newspaperman and author, on KGKO, Fort Worth. Contract is for 26 weeks, handled direct.

DOUGLAS MILLER, recently with the *Cleveland Press*, has joined Seiberling Rubber Co., Akron, as advertising assistant in charge of public relations, under N. E. Malone, advertising manager. He will work on sales promotion and publicity in collaboration with Meldrum & Fewsmith Inc., the Seiberling agency.

PFEIFFER BREWING Co., Detroit, has started a series of 10 weekly half-hours on WJR, Detroit, with George Olsen's band. Bob Rice, Jean Blair, Jerry Mitchell and Bob Holland handle the vocals. Agency is Maxon Inc., Detroit.

CATE-McLAURIN Inc. (Sieberling tire distributor in South Carolina) has begun sponsorship of the thrice-weekly, morning program *Hillbillies* by Byron Parker on WIS, Columbia.

VITAGRANE FOODS, Toronto, (cereals) on July 1 started spot announcements three times weekly on seven Ontario stations. Account was placed by F. H. Hayhurst Co., Toronto.

A. B. DAVIDSON & Co., Toronto (investment brokers) has started twice-daily dramatized spot announcements five times weekly on Ontario stations. R. C. Smith & Son, Toronto, placed the account.

ARIZONA BREWING Co., Phoenix (beverage), placing direct, is currently sponsoring a daily five minute Spanish language newscast on KOY, that city. Finnell's Cash Lumber Co., Phoenix, also sponsors a daily early morning five minute newscast on that station.

AAAA Market Data

AMERICAN ASSN. of Advertising Agencies has released volume X-a of Market & Newspaper Statistics, dealing with the 64 cities over 100,000 populations in the U. S. and Canada in which newspapers were audited to Sept. 30 and Dec. 31, 1940. Included in the volume are latest figures on population, number of occupied dwelling units, income tax returns, audited newspaper circulation, linage, retail rates, general rates, the differential between retail and general rates, and an analysis of those sections of ABC. Audit Reports which deal with circulation inducements.

WKST, New Castle, Pa., has appointed International Radio Sales as exclusive national representative.

When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

"THE ENEMY WITHIN"
(EXPOSE OF NAZI ESPIONAGE)

"IMPERIAL LEADER"
(THE STORY OF WINSTON CHURCHILL)

"ENGLAND EXPECTS . . ."
(EXPLOITS OF THE ENGLISH NAVY)

THREE GREAT TOPICAL RADIO FEATURES

For information please write or wire

Kasper-Gordon, Inc., 140 Boylston St., Boston
Howard C. Brown Co., 6418 Santa Monica Blvd., Hollywood

FOR FOOD
.....FOR THOUGHT
$25,120,000

WMBG—the Red Network Outlet in Richmond—serves an area whose yearly food bill is $25,120,000. When you can talk over WMBG to an audience—and the Red Network assures you this audience—that buys 25 million dollars' worth of food a year—and do it at a fair rate it is food for thought and dollars for food.

WMBG offers you the Red Network audience—5000 watts daytime — 1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

National Representative—John Blair Company

AGENCY Appointments

INTERNATIONAL SALT Co., Scranton, Pa., to J. Walter Thompson Co., N. Y.

C. O. & W. D. SETHNESS Co., Chicago (Twang rootbeer), to Martin A. Pokrass Adv., Chicago.

ALBERS BROS. MILLING Co., Seattle, to Lord & Thomas, San Francisco.

ALTORFER BROS. Co., E. Peoria, Ill., to Cramer Krasselt, Milwaukee.

GIMBEL BROS., New York (department store), to Victor van der Linde Inc., New York, for radio advertising. Will use six half-hours weekly on WMCA, New York, starting Aug. 4, with details not yet definite.

FIRST FEDERAL SAVINGS & Loan Assn. of Beverly Hills, Cal., to Robert F. Dennis Inc., Los Angeles. Firm contemplates using fall radio.

BENJAMIN SHANDER Inc., Philadelphia (shirts), to Lester Harrison Associates Inc., Philadelphia.

JOHNSON PRODUCTS Co., Westport, Conn. (Athletin remedy), to Redfield-Johnstone, N. Y. Said to use radio.

PAN AMERICAN COFFEE BUREAU, New York, to Buchanan & Co., N. Y.

Wood to Critchfield

MORRISON WOOD, former radio director of the Chicago office of Erwin, Wasey & Co., has joined Critchfield & Co., Chicago, as radio director succeeding M. E. Blackburne, resigned. Mr. Wood in addition to other duties will supervise the *Musical Steelmakers* sponsored on NBC-Blue by Wheeling Steel Corp.

Tom Lewis in Charge

TOM LEWIS, in addition to his duties as manager of the Young & Rubicam radio department in New York, has been placed in charge of all radio production for Y&R shows on the West Coast. The move is in line with an increase in the number of Hollywood originations planned for this fall, according to an announcement by T. F. Harrington, Y&R vice-president in charge of radio. Mr. Lewis will divide his time between New York and Hollywood.

Join B-S-H Chicago

RECENT ADDITIONS to Blackett-Sample-Hummert staff in Chicago include: Charles A. Wolcott, for ten years in charge of sales and service for Daniel Starch, New York, with general supervision over the media, research, merchandising, marketing and copy testing activities of the agency; Carl S. Brown, for two years president of Son De Regger & Brown, Des Moines, in an executive capacity; Thomas J. Grant, for five years a copywriter of Ruthrauff & Ryan, Chicago, in the same capacity. Son De Regger & Brown will operate under direction of Mr. Brown's partner L. S. Son De Regger.

CARROLL CASE, former freelance writer, has joined Air Features Inc., New York, radio production subsidiary of Blackett-Sample-Hummert, to handle script editorial work formerly under the direction of Mildred Fenton, who recently joined Ted Bates Inc., New York, in charge of daytime programs.

Agencies

TOM REVERE, Benton & Bowles, New York vice-president in charge of radio, is in Hollywood to check on summer programs originating from the West Coast and to plan fall production of network shows. Bert Prager, agency New York producer, is being transferred to Hollywood for seven weeks to take over the assignment of Mann Holiner while on vacation.

ROBERT JENNINGS, Chicago radio director of H. W. Kastor & Sons, was in Hollywood last week for conferences with Gordon Hughes, agency producer.

DR. ALBERT B. BLANKENSHIP, formerly of the Psychological Corp., New York, has joined the plans-merchandising department of N. W. Ayer & Son, Philadelphia, to handle research.

C. E. STAUDINGER, vice-president of Sherman K. Ellis & Co., New York, has been elected an executive vice-president of the agency.

TRAVERS WELLS, formerly associated with Steve Hannagan and Lord & Thomas, New York, on July 28 joined Ted Bates Inc., New York, as supervisor and director of the Guy Lombardo show to go on for Colgate-Palmolive-Peet Aug. 4.

RANDALL M. DUBOIS, radio and general media buyer for Morse International, New York, has been called to active service as an ensign in the Naval Reserve. Lynn Barnard, formerly time buyer for Pedlar & Ryan, New York, succeeded Mr. Dubois July 7.

FRED H. ANDERSON, head of the media and plans dept. of Ivey & Ellington, Philadelphia, has resigned to enter the flying service. Clarence R. Palmer of the agency replaces him as head of media.

B. BALFOUR HAAS, formerly advertising manager of William Jameson & Co., New York, has been appointed an executive in the media department of Lennen & Mitchell, New York, to handle the Calvert Distillers Corp. account among others.

JAN KING, onetime manager of KPAB, Laredo, Tex., and formerly connected with B. F. Goodrich Co., Akron, in sales promotion, has formed Jan King & Associates, new advertising agency in the 1411 Fourth Ave. Bldg., Seattle. He will also represent stations. Associated with him is Frances Searle, formerly space buyer for Comet Adv. Agency.

HANNAH T. KICHAVEN, well known in theatricals and radio, has established a talent agency under her own name at 7904 Santa Monica Blvd., Hollywood. Telephone is Hollywood 3677.

CARROLL TORNROTH, formerly of NBC Hollywood artists service, has joined Nat Goldstone Agency, Beverly Hills, Cal., handling both radio and film talent.

JULES BUNDGUS, Hollywood publicity director of Benton & Bowles, and Nancy Gottfried, public relations director of Ted Bates Inc., New York, have announced their engagement. Wedding is scheduled Sept. 7.

LILLIAN LOWANS, formerly of McKee & Albright, has joined the copy staff of Franklin Bruck Adv. Corp., New York.

BRUCE MILLAR, for seven years assistant to the director of public and stockholder relations of General Foods Corp., has joined Benton & Bowles where he will specialize in public relations work and will continue to be associated with the General Foods account.

L. CARL BLANKE, formerly of the Chicago office of *Popular Science Monthly*, has joined Burton Browne Inc., Chicago agency. During 1940 Mr. Blanke was appointed president of the Chicago Junior Advertising Club and this year became secretary of the National Junior Advertising clubs.

PAULINE VIERS, after an absence of a year, has rejoined Buchanan & Co., Los Angeles, as account executive. Randy Smith, formerly copy writer of Elwood J. Robinson Adv. Co., that city, has joined Buchanan & Co.

HILDA LUCY, timebuyer for Kenyon & Eckhardt, New York, is engaged to marry John Cartwright Harley, of Remington Rand Inc., that city.

Open Chicago Office

CALKINS & HOLDEN, N. Y., has opened a Chicago office at 333 N. Michigan Ave. Hilmer V. Swenson, merchandising consultant, has been named manager, and Wallace Swanson, who has been associated with Mr. Swenson for a number of years will handle production. Ray A. Washburn, formerly account executive of Schwimmer & Scott, Chicago, will serve in the same capacity. Telephone: Randolph 3831.

Ferguson Renominated

NEARLY three months in advance of expiration of his term, Garland S. Ferguson, veteran member of the Federal Trade Commission, last month was renominated by President Roosevelt to serve another seven-year term from Sept. 25, 1941. Commissioner Ferguson, a native of North Carolina, has served on the Trade Commission since 1927 and has been its chairman three times.

J-W-T Shifts Producers

J. WALTER THOMPSON Co. has shifted producer assignments on two of its major Hollywood originating network shows. Under the revised setup, Cal Kuhl has taken over production of the weekly NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co. Bob Brewster has been assigned producer of the NBC *Tommy Riggs Show*, sponsored by P. Lorillard Co. (Old Gold cigarettes). He also produces the weekly NBC *One Man's Family*, sponsored by Standard Brands (Tenderleaf tea). Bradford Brown is producing the CBS *Melody Ranch*, sponsored by Wm. Wrigley Co. (Doublemint gum).

New Trial Ordered

APPELLATE division of New York Supreme Court recently unanimously reversed a decision of the Supreme Court and, ordering a new trial, ruled that the basic idea of a radio script had been plagiarized in connection with the $25,000 suit brought by Alonzo Cole, writer and radio director, against Phillips H. Lord Inc., radio production firm.

THE VOICE MAY BE FOREIGN . . .
BUT THE HEART CRIES
FOR FREEDOM

★

WE QUOTE FROM CHAIRMAN FLY:

"In my opinion foreign language broadcasts are of considerable value . . . These programs have an important place in the lives of foreign-born citizens and residents . . . In particular, I wish to concur in your opinion that these broadcasts can play an important role in the Americanization process." (Excerpt of statement taken from N. A. B. report by James Lawrence Fly, chairman F. C. C., Washington, D. C.)

★

TO SUCH HIGH IDEALS OF DEMOCRACY
WE HEARTILY SUBSCRIBE

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204

AMERICA'S LEADING FOREIGN LANGUAGE STATION

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

NINE YEARS with CKLW, Windsor-Detroit, were celebrated recently by "Happy" Joe Gentile (left), conductor of the station's *Early Morning Frolic*, with leaders of Detroit's sports and entertainment fields attending a special breakfast at the Statler. Here he is being congratulated by Jack Pickering, *Detroit Free Press* columnist, as his brother Larry Gentile looks on; Larry conducts the *Dawn Patrol* on CKLW.

Heat Stuff

DURING the recent heat wave, the special features division of WOR, New York, tried to cheer up New Yorkers with announcements like the following, tending to demonstrate that it wasn't so hot after all, relatively speaking: "The temperature in New York City is now 92 degrees. The temperature in Springfield, Ill., is 98. In Salt Lake City it's 100. And in Death Valley, it's 110! . . . Aren't you glad you live in New York?"

North Central Network Names McGillvra Rep

APPOINTMENT of Joseph Hershey McGillvra as national representative of the North Central Broadcasting System Inc., St. Paul, has been announced by Mr. McGillvra. Headquarters of the network are in the Commodore Hotel in St. Paul and network stations, all MBS outlets, are: KLPM KDLR KRMC KGCU KABR KVOX KGDE WLOL KWLM KATE WEAU WDSM KWNO.

ARCH OBOLER, Hollywood writer, will write and direct the dramatic portions of the weekly CBS *Millions for Defense* program.

THE HOT SPOT

740

between

NBC's Red and Blue

KQW

San Jose, Calif.

San Francisco Studios

1470 Pine Street

Reps.: Reynolds-Fitzgerald, Inc.

California PTA Group Finds Children Prefer Programs Directed to Adults

BY AND LARGE, children don't like juvenile radio programs. But they do like Jack Benny, Fibber McGee & Molly and Bob Hope. These facts were revealed recently when the 10th District, California Congress of Parents & Teachers, under the direction of Mrs. J. Sherwood Hewitson, radio chairman, released an exhaustive survey made among children from the fourth grade through high school to determine the reaction of radio programs.

Of 15 ranking shows favored by students in the fourth to sixth grade group, only five could be classified as children's shows. Of 1,299 queried, 138 favored quiz shows, six operas. The top 15 ranking shows in order of preference were: *Lone Ranger, Capt. Midnight, Blondie, Shafter Parker, Jack Benny, I Love a Mystery, Fibber McGee & Molly, Bob Hope, Superman, Aldrich Family, Jack Armstrong, Lux Radio Theatre, Big Town, Gang Busters* and *Orphan Annie*. It was noted that in this list no musical nor educational programs appear.

Reasons for Choices

In asking 500 children why they liked their radio programs it was learned that 300 said because of mystery, excitement and adventure; 123 for comedy; 20 for music; 29 for education or patriotism; seven for drama. Of 512 youngsters, 299 said that nothing on the radio made them afraid and 92 said they were frightened at times. Suggestions for future programs were stories and plays about the lives of famous explorers, people and adventures, favorite stories made into plays, adventures of a boy and girl on a trip around the world and stories about events in history.

By the time the child has reached junior high school the juvenile program is "out" and drama and music have come into prominence. Jack Benny and Bob Hope, in this classification, move up to first and second place, respectively, but Fibber McGee & Molly drop back one place to eighth position.

Of 3,285 junior high school students questioned, 1,412 listed Jack Benny as their favorite comedian, while only 371 preferred Fred Allen. It was found that in this age group, the favorite listening period was between dinner and bedtime. Of 4,584 elementary and junior high school students in the survey, only 1% had no radio.

In the high school classification, the variety show type of program continued to lead.

Rochester is a busy city the year around, in summer as in winter. But when the hot days come, Rochesterians join countless others from all parts of the country in enjoying the cool shores of Lake Ontario, the pine woods and lakes of the Adirondacks and the blue Finger Lakes stretching southward through the hills.

That's why, for *complete* summertime coverage of this prosperous area, you need WHAM. WHAM, with its fifty thousand watts and clear channel, reaches the best-able-to-buy Rochesterians wherever they are. WHAM's 43 county primary area gives you Rochester, Monroe County and 42 other counties—*18 trading centers for the price of one.*

WHAM

Rochester, N. Y.

National Reps.: George P. Hollingbery Co.

50,000 Watts . . . Clear Channel . . .

Full time . . . NBC Blue and Red Networks

"The Stromberg-Carlson Station"

COVERAGE

CJOR's 1000 Watts on 600 K.C. are doing a "real job" for our scores of leading national accounts.

CJOR

Vancouver, B. C.

National Representatives
J. H. McGillvra (U. S.)
H. N. Stovin (In Canada)

ULTRA-MODERN FACADE of the newly-occupied home of KSCJ, in downtown Sioux City, Ia., was largely the design of Miss Elizabeth Sammons, daughter of the publisher of the *Sioux City Journal*, operator of the station. Its dedication June 28 drew more than 6,000 visitors. Mahogany porcelain tile with buff trim on the first floor, topped with matching brick and white motar on the upper portion, are the color motifs. Windows are trimmed with chromium and have mahogany awnings. Signs are neon. The building contains three air-conditioned studios, offices and spectators' room on first floor, and audition, news, continuity, rehearsal and lounge rooms on the second.

INS

You get not only spot news with INS, but every one of the features necessary for a well - rounded, balanced news broadcast.

INTERNATIONAL NEWS SERVICE

Now You Tell One!

Advertisers by the score are telling their story over WAIR. NOW YOU TELL ONE. When you check results, you're mighty likely to say "It ain't so!"

WAIR

Winston-Salem, North Carolina

National Representatives
International Radio Sales

IN BALTIMORE IT'S WFBR

NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

ON THE NBC RED NETWORK

Studio Notes

COWLES GROUP executives July 1 held their annual sales meeting in Des Moines to map out plans for the ensuing year. Attending were Sumner Quarton and W. B. Quarton, WMT, Cedar Rapids-Waterloo, Ia.; Phil Hoffman and Arden Swisher, WNAX, Yankton, S. D.; Luther Hill, Craig Lawrence, Ted Enns and Wayne Welch, KSO-KRNT, Des Moines.

WCBI, Columbus, Miss., is planning broadcasts from the campus studios of Mississippi State College in Columbus, which has engaged Dr. Frederick O. Crandall, formerly of the U of Michigan, to handle its broadcast activities and has installed two completely equipped studios and control room. WCBI also plans to establish a studio of its own at Mississippi State, 23 miles distant.

WHOM, Jersey City, in a good-will gesture to a sister station in that city July 4, joined in the dedicatory exercises of the new WAAT 1,000-watt transmitter on Belleville Turnpike, Kearny, N. J.

WHN, New York, is sending two traveling "reporters", Robert Vincent and Norman Ober, to "cover" the city with portable equipment; they pick up on-the-spot news in the form of interviews and descriptions of the events which are recorded, brought back to the office for editing and then released on a delayed broadcast. Program began July 8 and is called *The Headliners Speak*, being aired Tuesday Thursday and Saturday, 8-8:15 p.m.

FRANKLIN TOOKE, program director of WOWO-WGL, Fort Wayne, has issued a production manual for the program department. It contains helpful hints for announcers, such as where and how to use transcriptions and copy, and hand signals for use by announcers and production men in local shows. It also includes NAB rules and FCC regulations applicable to the program department.

Fencing Challenge

CALLING themselves the fencing champs of radio, the team of WIBG, Glenside, Pa., challenges any other claimants in the business. Two announcers comprise the WIBG squad—Roy Neal, former U of Pennsylvania swordsman, who holds 13 State titles, and Bill Manns, who fenced at Temple U and is co-holder of the Eastern Inter-Club title.

WHO, Des Moines, will hold Sept. 20 its third annual Corn Belt plowing match on a farm six miles south of Albia, Ia. That city and WHO will co-sponsor the event, which is expected to attract 12,000. A professional class restricted to winners of past contests will be featured in addition to the regular plowing match for which WHO donates the $500 first prize.

APPROXIMATELY two score San Francisco Bay station managers, artists, announcers and producers are to leave San Francisco July 18 for the annual Radio Day at the Salinas Rodeo in Salinas, Cal. They will travel in a bus to the rodeo city where Gene Autry will be guest of honor.

POSTAL SAVINGS PLAN book containing $1 worth of stamps, and accompanied by a letter from C. Merwin Dobyns, owner and general manager of KGER, Long Beach, Cal., was given to each employe of that station on July 4.

WMT, Cedar Rapids, Ia., has arranged a daily quarter-hour program in which the effect of national defense on Iowa is interpreted by members of service organizations and others invited to participate in the broadcasts.

WMBS, Uniontown, Pa. has opened studios in the nearby town of Charleroi. A one-hour dedicatory program marked the opening of the new studios July 2.

WCLE, Cleveland, was linked July 4 to the Cleveland Police Radio system for a 45-minute traffic control program from three points in the downtown area. Seeking to alleviate congested holiday traffic microphones were placed at the base of the flagpole atop the Terminal Tower; in a mobile unit at Lakeside Ave. and E. Ninth St.; and at a rooftop observation point on Cleveland Stadium and announcers, guided by the instructions of the police department, directed motorists in the crowded sections through their auto radios.

THE MUMMERS, dramatic group of WJR, Detroit, was chosen by CBS to represent drama in radio at the New Education Fellowship, an international conference of the Progressive Education Assn. at Ann Arbor July 9-12. The association sponsors new methods of teaching and is interested in radio in the schoolroom.

WFAA and KGKO, Dallas, reported a registration of 4,000 visitors from 21 States, the District of Columbia and Mexico, during the first week after the formal opening of the new penthouse studios. In addition to the distribution of free souvenir folders and a 26-page special edition of the *Dallas Morning News*, a quiz show with the visitors as contestants is offered daily from one of the new studios.

WJR, Detroit, as part of its *Selected All* program has dispatched Larry Payne and Jerry Pettit along with several WJR engineers to Louisiana where they will record interviews with Michigan men stationed in that area. Payne and Pettit have already visited Fort Custer, Fort Sheridan and Fort Leonard Wood.

WTAG, Worcester, Mass., is presenting a new forum type of broadcast in which leading speakers offer differing views on current problems facing the nation. A major portion of the program is devoted to answering listeners' questions.

Kraft Wins Contest

REYNOLD R. KRAFT of the NBC-Red sales staff, topped all members of Red sales in a contest to guess the number of replies to an offer made on six broadcasts by Chas. H. Phillips Chemical Co., for free Milk of Magnesia tablets. The offer was made once on *Waltz Time* (NBC-Red) and five times on *Lorenzo Jones* (NBC-Red). All members of the Red sales force, from Vice-President Roy C. Witmer on down, entered the contest. Kraft received a framed original of one of the "Alice in Sponsorland" drawings as a prize.

STANDARD BRANDS Inc., New York (Fleischmann's Yeast), will resume *I Love a Mystery* on NBC-Blue at the beginning of October. Kenyon & Eckhardt, N. Y., is the agency.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

GE TO CONTINUE VIDEO PROGRAMS

BROADCASTING of original television programs over W2XB, General Electric station at Schenectady, is to be resumed with greatly increased transmitting power upon completion of the new studio building and changes in the transmitter to incorporate the new standards with a few weeks, according to Robert S. Peare, GE manager of broadcasting.

Power at the transmitting station in the Helderberg mountains, 12 miles south of Schenectady, will be increased from 3,000 to 20,000 watts for sound and eventually from 10,000 to 40,000 watts for scene transmission. Locally originated programs, discontinued last December after 18 months of experimentation, will be both live and film.

Since December GE telecasting has been confined to the relaying of NBC programs originating in New York by means of the relay and transmitting stations in the Helderbergs. These rebroadcasts were discontinued temporarily as of June 30 to permit changing the transmitting equipment to conform to the new picture and sound standards established by the FCC.

W2XB had been telecasting under an experimental license in Channel 3 and expects to apply for a commercial license in this channel. With completion of the changes, GE is planning to enter the commercial telecasting field with a minimum schedule of 15 hours weekly. GE receiving sets in the Albany, Troy and Schenectady area served by W2XB and in metropolitan areas served by other television stations will be adapted to the new standards.

New Stamford Outlet

SLOCUM CHAPIN, recently with World Broadcasting System and formerly with WOC, Davenport, and WKBN, Youngstown, has been selected manager of the new WSRR, Stamford, Conn., according to Stephen R. Rintoul, who obtained the construction permit for the 250-watt station on 1400 kc. last February. Mr. Rintoul, an account executive with The Katz Agency, New York, reports he hopes to have the station on the air by early September. RCA transmitter equipment, General Radio frequency monitor and a Lehigh tower have been ordered.

Television Time

NEWEST in time signals is this televised version sponsored on July 1 when commercial video got under way on WNBT, New York, NBC station. The camera is focused on a large clock with a moving second hand. These signals will be shown six times a week for 13 weeks, under sponsorship of Bulova Watch Co., New York.

Jurisdiction Issue Facing Television

Unions at Standstill Pending Settlement of Problems

ALTHOUGH moves to unionize talent and the production end of visual broadcasting have stalled, pending determination of a jurisdictional problem between the American Federation of Radio Artists, Actors' Equity and Screen Actors' Guild, technical staffs now are substantially in the union fold.

IATSE Agreement

CBS on July 3 worked out an agreement with Associated Broadcast Technicians Unit, of the International Brotherhood of Electrical Workers, which in effect applies to technicians of CBS' television station, WCBW, the same agreement covering CBS broadcast technicians since 1937. The CBS-ABTU agreement, retroactive to July 1, is identical with the earlier broadcast agreement except for addition of a new employe classification—television technicians' helper—it was stated.

Both NBC and CBS recently announced a mid-June working agreement with International Alliance of Theatrical Stage Employes, covering property men, carpenters and lighting technicians employed in television operations. NBC's technical video employes have been covered for several years through their own union, National Assn. of Broadcasting Engineers & Technicians.

No meetings or other definite action have been scheduled to iron out the problem of representation for talent and production employes, although this is a matter sure to develop before long, with television at last operating on a commercial scale. The initial move to cover these employes was dropped about a year ago at the time the FCC rescinded its order authorizing "limited commercial" operation of television.

Both Equity and SAG at the moment are inclined to await participation by AFRA before trying to untangle the jurisdictional snarl that developed early during the initial negotiations. It is believed the three will get together as soon as possible, when the WKRC-MBS-AFRA strike situation eases up, to adjust their differences and resume conversations wth video operators.

Inside Television

INSIGHT into television problems was supplied by CBS last Tuesday on a special half-hour visual program, *The Boys in the Backroom*, on WCBW, CBS television station in New York. From its new television studios in the Grand Central Bldg. CBS presented appearances by Gilbert Seldes, CBS director of television programs, along with members of the production and engineering staffs, all with a word on their special functions and problems. The *Backroom* telecast may be repeated soon, according to CBS.

IBEW NEGOTIATES NORTHWEST PACTS

BROADCAST division of International Brotherhood of Electrical Workers in the West announces it has established a broadcast unit in Medford, Ore., which has all of Oregon outside of Portland in its jurisdiction. A drive is now under way to sign stations.

Five agreements came up for their first renewals in Washington. In Seattle $210 per month has been established as a minimum wage for technicians and $240 per month for chiefs. Tentative agreements have been reached with KVOS, KXRO and KPQ establishing a scale of $190 per month for stations of less than 1 kw. outside the metropolitan areas.

In San Francisco KSFO is operating under a new agreement with IBEW. The new contract provides $50 per week for six months and $52.50 per week for the balance of the contract, which became effective July 1.

National Advertisers Get Greatest Coverage per Dollar Spent

WNBC in HARTFORD

America's Test City

Absorbine Jr.
Adam Hats
American Chicle Co.
Anacin
20 Grand Cigarettes
Bisodol
Bulova
Carter's Pills
Gruen
Colgate
Bromo-Seltzer
Jergens Lotion
Pepsi-Cola
Ralston Purina Co.
National Biscuit Co.
RCA Victor
Welch's Grape Juice
Woodbury's

5000 WATTS DAY
1000 WATTS NIGHT
NBC BASIC BLUE
HEADLEY-REED COMPANY

General Offices: 54 Pratt St., Hartford, Conn.

WFBL
SYRACUSE

NOW... 5000 WATTS DAY and NIGHT

Covers far more population and buying power than ever before

BETTER RECEPTION TO ALL POINTS

Here's what listeners tell us:
HAMILTON, N. Y. (45 miles away) "Never been able to find a good station for Glenn Miller. Your power increase has solved my problem."
NORWICH, N. Y. (66 miles away) "WFBL is now our best and clearest station. No interference."
WATERTOWN, N. Y. (72 miles away) "Since you've increased your power your reception has much improved."
CLYDE, N. Y. (44 miles away) "I really take pleasure in tuning WFBL now that your programs come in much clearer."

WFBL now is Syracuse and Central New York's MOST POWERFUL station, day and night! With this decided advantage of a five time increase in power, with top-flight air shows, the new WFBL is a powerful approach for more sales in this established 4-Billion Dollar market.

WRITE today for complete data regarding WFBL's increased coverage, rates and time available.

WFBL
SYRACUSE, N. Y.
*Member Basic Network
Columbia Broadcasting System

FREE & PETERS, Inc., EXCLUSIVE NATIONAL REPRESENTATIVES

• *To Serve Well* •

The Broadcasting Engineer

CREI Training Increases Technical Efficiency

Alert Chief Engineers are encouraging CREI training for their employees—for it means:

- **Step-up of individual efficiency**
- **Increased personal worth to station**
- **Additional technical ability**

Yes, men who devote their own money and spare-time toward improving their technical ability through CREI training are an asset to any station.

In our entire 14 years the CREI home study courses have been written and planned exclusively for the professional radioman to enable him to improve his technical ability and to be in a position to assume added technical duties.

The remarkable achievements made by CREI men throughout the broadcasting field are convincing testimony that our efforts, properly confined to this one important course in Practical Radio Engineering, have been of real value to radio in training better engineers. The fact that radiomen in more than 400 broadcasting stations enrolled for CREI training to increase their ability proves the point.

Chief engineers fully recognize the need in radio for men with modern technical training, and many welcome regular reports concerning students' progress. (Reports of student's enrollment and progress are made to employers *only* upon the direct request of the student.)

For example, a Chief Engineer of one of the large broadcasting chains writes: "We are happy to know that Mr. Ellis has taken steps to improve his technical knowledge." Another engineer writes: "I shall be glad to have you keep us in touch with his progress as he seems to be very much interested and it is a very worthwhile undertaking."

We, at CREI are proud to add our contribution to broadcasting by training men who are equipped to fulfill your demands. Perhaps a recommendation of our home study courses to your associates might be as appreciated by them as it would be by us. May we send you our booklet and complete details?

"Serving the Radio Industry since 1927"

CAPITOL RADIO
Engineering Institute
E. H. RIETZKE, *President*
Dept. B-7
3224 SIXTEENTH STREET, N. W.
WASHINGTON, D. C.

in the CONTROL ROOM

SAM NORIN, formerly chief engineer of KELA, Centralia, Wash., has joined the technical staff of KIRO, Seattle.

HERBERT BIGELOW, engineer of KIDO, Boise, has taken a leave of absence and is in California as an assistant radio inspector for the War Department.

D. D. KAHLE, technician, formerly of KLZ, Denver, has joined KOA for vacation relief.

ROBERT (Don) SMITH, technician, formerly of KSRO, Santa Rosa, Cal., is doing vacation relief at KSAN, San Francisco.

JOHN STEVENS, technician of KLX, Oakland, Cal., and Louise Paulson were married recently.

ROLAND CARPENTER of North Abington, Mass., has been added to the control room staff of WEEI, Boston.

FRED SPIELBERGER, KDB, Santa Barbara, Cal., technician, is now attached to the 14th Field Artillery at Fort Benning, Ky.

ART PECK, engineer of WCCO, Minneapolis, recently composed a song, *There's No Future for Me*, which made its radio debut June 26 on the *Saturday Morning Open House*.

JOE ROTH, of Plainwell, Mich., has joined the transmitter staff of WKZO, Kalamazoo.

G. A. FREDRICKS, formerly of the engineering staff of KSO-KRNT, Des Moines, has joined WGN, Chicago.

WALTER CLEARY, formerly of WEW, St. Louis, has joined the engineering staff of KMOX, St. Louis.

ERWIN JENNINGS has joined the technical staff of WSB, Atlanta.

CBS Names Fubini

EUGENE FUBINI, CBS engineer in the field and FM departments, has been made acting engineer in charge of the CBS shortwave division, replacing William H. Moffat, who has been called to active duty in the Naval Reserve. Mr. Fubini came to the United States from Italy in March, 1939, after years of radio research and development abroad. He joined CBS soon after that date, having met E. K. Cohan, CBS director of engineering on one of the latter's engineering trips to Europe.

REQUESTING the 640 kc. facilities of WCLE, Cleveland, when that station shifts frequency, the Northern Ohio Broadcasting Co. has filed an application with the FCC for a 1,000-watt, limited-time station in Elyria, O. Principals are Lynton H. Rogers, banker of Lorain, O., president, 1 share with 300 shares subscribed; William H. Thomas, lawyer of Lakewood, O., vice-president and secretary, 1 share; L. H. Stone, of Cleveland, 1 share.

FIRST Canadian user of FM is the publicly-owned Toronto Transportation Commission, operating streetcars and buses in Greater Toronto area. The FM station is to be opened this autumn, with a 10-mile radius from the main car repair shop. It will direct the work of emergency cars and trucks to cut down traffic delays and speed up service.

Board Names Clark

RALPH L. CLARK, member of the Washington consulting engineering firm of Ring & Clark, last week was designated technical advisor for National Independent Broadcasters in matters relating to the work of the Domestic Broadcasting Committee of the Defense Communications Board. The notification was sent by Harold A. Lafount, NIB president and member of the DCB committee to DCB-FCC Chairman James Lawrence Fly. Mr. Clark is former senior engineer of the FCC.

PROVISION FOR FM GRANTED AMATEURS

FOSTERING a move to encourage activity among amateur radio operators in developing FM equipment as well as to obtain data respecting characteristics of the amateur band for FM use and to accommodate the increasing number of amateur radiotelephone stations, the FCC June 9 amended its rules governing amateur radio service at the request of the American Radio Relay League.

Under Section 12.117 an allocation of 50 kc. for utilization of FM was made while Section 12.115 was changed to make an additional 400 kc. available for voice communication, As a result the amateur band now extends from 28,100 to 30,000 kc. instead of 28,500 to 30,000 kc. as heretofore, and the frequencies 29,250 to 30,000 kc. have been assigned for FM transmission.

At the same time the Commission amended Section 12.63, on its own motion, to clarify operation of amateur station by remote control. This move will tend to eliminate misunderstandings about the requirements of the FCC that an amateur desiring to operate by remote control must submit information on location of control point, his right to use of the premises, means by which remote control is effected, and the equipment used to monitor the transmissions from the control point.

W. H. Beltz, of RCA, Reports for Naval Duty

WILLIS H. (Bill) BELTZ, since 1933 in charge of transmitter sales for RCA in the Western district, headquartering in Hollywood, on July 15 reports for active duty in the Navy Department, as a lieutenant - commander. A reserve officer, Comdr. Beltz will report to the Bureau of Ships.

Mr. Beltz

Comdr. Beltz was a radio operator in the Merchant Marine during the World War and was at sea when war was declared in 1917. He was assigned to the field artillery officers training camp in 1918 and commissioned a second lieutenant. Following the war, Mr. Beltz attended U of Kansas and was graduated in 1921 with a degree in electrical engineering.

He was with General Electric in Schenectady during 1921 and 1922 and with RCA since 1922. His RCA assignments included engineer in charge in Hawaii, 1923-27; assistant operating engineer, New York, 1927-30; assistant chief engineer, RCA Communications, 1930; assistant service manager, RCA Photophone, New York, 1931; transmission equipment sales, RCA, New York, 1932, and since 1933 in charge of the Western district in transmitter sales.

FIRST commercial FM application in over a month was received recently by the FCC from Portland Broadcasting System, licensee of WGAN, Portland, for facilities in Falmouth, Me., on 47.1 mc. covering 5,050 sq. mi. and a 256,466 population.

W65H, pioneer Hartford FM station, has issued its first commercial rate card, according to Commercial Manager William F. Malo. The basic night-time hourly rate is quoted at $50, the daytime rate at $25.

REL

FM'S PIONEER MANUFACTURER

Are You Substituting Experimenting For Experience?

REL has years of experience in building and operating all types of high fidelity, wide swing, phase shift modulated FM equipment — from speech input to antenna — with qualified engineers to supervise installation with results guaranteed!

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

WCAU Farm Programs Supplant Commercials

CHARLES SHOFFNER, recently appointed rural program director of WCAU, Philadelphia, has instituted two daily farm service programs for rural listeners. The time for both periods has been taken off the commercial availability schedule.

The station has taken 15 minutes out of the 5-7 a.m. daily program sponsored by Consolidated Drug Co., Chicago, and turned it over to Mr. Shoffner for a farm service program giving market reports, farm aids and sundry information. Also withdrawn from sale is the 4:15-4:30 p.m. period each afternoon during which Mr. Shoffner conducts the *For Your Information* program, affording a public exchange of ideas on topics of general interest. Mr. Shoffner continues his Saturday *Farm Journal*.

VOICE OF COLORADO
Editorials Form Basis of New KLZ Program

COORDINATING the world's two greatest news and public opinion digest media, KLZ, Denver, is producing a 30-minute weekly program, *Colorado Speaks*, in which outstanding editorials of the week in Colorado newspapers are presented by the news staff of the station. Approximately 260 newspapers, daily and weekly, submit material to KLZ and a close balance in using editorials for and against major issues is attempted.

To break the serious vein of today's grimmer editorial aspects, witty paragraphs of various editors are inserted into the broadcasts. Each week via transcription a guest appearance is made by a different editor who presents his editorial of the week personally.

RCA's New Movies

RCA MFG. Co. has added sound motion pictures to its sales promotion campaign in Latin America, using two films, "Unseen Worlds" and "Good Neighbors" to supplement the company's 29 broadcasts a week in Spanish and Portugese on NBC's shortwave stations, WRCA and WNBI. The first picture deals with the electron microscope developed in RCA laboratories; the second shows RCA's plants throughout Latin America. Pictures will be shown in movie theatres.

RCA MFG. Co., N. J., is distributing a booklet describing its new Type 1-K, 1,000-watt broadcast transmitter.

The Pioneer Voice of Kansas
KFBI WICHITA
5000 day
1000 nite
1070 Kc.

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

First Class Operator—Draft deferred exempt; N. Y. State; State qualifications fully. Box 684, BROADCASTING.

Wanted—Network affiliated station needs a good all around announcer with operator's license. Send details and transcription to WINC, Winchester, Virginia.

$5,700 In Last Five Weeks Of Selling At KPOW!—We want an experienced, capable, salesman to take advantage of this virgin territory! Send full particulars, experiences, and picture first letter to KPOW, Powell, Wyoming.

Situation Wanted

Combination Announcer - Operator—Now employed. Considering change. State salary. Box 677, BROADCASTING.

Chief Engineer—Desires change, married, reliable and up-to-date. Prefer South. Address Box 686, BROADCASTING.

Newscaster—Five years specializing in newscasting and editing, seeking opportunity on progressive station exploiting news. Box 688, BROADCASTING.

Announcer—Seven years major network stations. Now freelancing in New York, want staff position with opportunity. Box 689, BROADCASTING.

Can't Sing—Can't Act—Can Sell—And broadcast sports as well as anyone. Draft exempt. Available August 1. Box 685, BROADCASTING.

Production - Program Manager—Also announcer, writer—fourteen years' experience—will go anywhere—employed but wants to make a change. Box 679, BROADCASTING.

Program - Director—Young, married, six years announcing and production experience on network stations. Desires Program-Directorship of regional station. Box 687, BROADCASTING.

Announcer - Writer—College journalism graduate. Two years with university station, announcing, writing, sports. Good voice, write clever commercials. Excellent references. Box 680, BROADCASTING.

Continuity - Production - Traffic—Man with 12 years' experience. Good reasons for changing position. Reference present employer. Qualified as Program or Copy Director. Box 682, BROADCASTING.

Situations Wanted (Continued)

12 Years' Radio Experience—Including network production, announcing and station management. Will consider good permanent connection with radio agency or station. Inquiries kept confidential. Address Box 692, BROADCASTING.

Salesman—Can write spots and shows and sell 'em too! Bred on newspapering. . . . Eight years in advertising. Am 32 and my wife prefers the Southeast. Box 683, BROADCASTING.

Progressive, Alert Announcer-Producer—With creative ideas and proven ability, now with network affiliate, desires association with progressive California station. Can double equally well as singer, actor, writer. Box 676, BROADCASTING.

Widely Experienced Agency Radio Man—Now employed as account executive seeks position with agency, station or representative. Writes, directs, produces. Bonus background of newspaper, department store experience. Selling, copywriting, layout and merchandising. Young. Draft exempt. Box 690, BROADCASTING.

Do You Have Genuine Opportunity—For experienced salesman now in blind alley? Seven years' radio experience; one year continuity, four years sales major network station, two years commercial manager small network affiliate. Age 30, married, finest references. Want sales job large station or commercial manager small station. Prefer West, can come for interview. Box 681, BROADCASTING.

Wanted to Buy

Require Complete Equipment—For 1kw station. Open for quotations on all modern used equipment. Box 691, BROADCASTING.

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THE statements by NBC President Niles Trammell and CBS President William S. Paley before the Senate Interstate Commerce Committee considering the White Resolution have been issued as booklets by the networks.

Shepard Is Named to Serve as Chairman Of NAB National Radio Defense Group

APPOINTMENT of a National Radio Defense Committee of the NAB, to collaborate with Governmental defense agencies in future planning, was announced last Friday by NAB President Neville Miller. The committee was appointed pursuant to a resolution adopted at the NAB convention in St. Louis May 12-15.

John Shepard 3d, Yankee Network, was named chairman of the committee, which is scheduled to hold its first meeting in Washington Tuesday and Wednesday of this week. Other basic committee members are Ben Ludy, WIBW, Topeka; Leo Fitzpatrick, WJR, Detroit; H. Vernon Anderson, WJBO, Baton Rouge; A. J. Fletcher, WRAL, Raleigh.

NBC and CBS have not yet formally named their representatives but they are expected to be F. M. Russell, NBC Washington vice-president, and Harry C. Butcher, CBS Washington vice-president.

District Liaisons

In addition, Mr. Miller has asked the 17 district directors to designate a broadcaster in each district to serve as field liaison representative for the committee. District members, however, will not attend the Washington conferences regularly.

At the initial sessions, it is expected the committee will meet with public relations and radio officials of the Army and Navy as well as other Governmental agencies identified with defense.

With the increased defense tempo, the NAB convention, based on recommendation of its board of directors, had decided upon appointment of such a committee. Ed Kirby, public relations director of the NAB now on leave as radio chief of the War Department public relations branch, originally had urged creation of such an industry committee.

FAT MAN'S MIKE used in NBC Chicago studios. Because NBC engineers claimed the network's biggest wordmen couldn't get close enough to the mike to do their selling jobs properly, they rigged this stand up for Announcers Michael Roy (white coat) and Ed Wilson.

Lorillard Switch

P. LORILLARD Co., New York, sponsoring *Don't Be Personal* on 7 CBS Pacific Coast stations, Sunday, 8:30-9 p.m. (PST), for Sensation cigarettes, on July 6 switched the product to Beechnut cigarettes. A contest for men in military training offers $15 for prize-winning letter of the week relating camp incidents. Agency is Lennen & Mitchell, Hollywood.

RUDY VALLEE PRESENTS Inc., new Hollywood talent agency, has filed articles of incorporation with the California Secretary of State. Concern plans to issue 100 shares of no par value stock. Listed as directors are Ted Lesser, Mannie Lowy, Claire Lesser and Rudy Vallee, star of the NBC *Rudy Vallee Show* sponsored by National Dairy Products Corp., (Sealtest).

CKCR, Kitchener, Ont., has appointed Stovin & Wright, Toronto, as exclusive representative for Canada as of July 15.

SUMMER SCHEDULE ARRANGED BY FCC

ALTHOUGH no definite plans have been announced, it is indicated the FCC during the summer months will go into quasi-recess, with no schedule of meetings and employing the same less-than-quorum procedure followed in previous years. Chairman Fly at a recent press conference said the FCC will hold "frequent, if not regular meetings."

No regular schedule for meetings is likely, and meetings may be held and actions taken without presence of a quorum. All sections, however, are subject to ratification by the full FCC.

The principal proceeding is the newspaper ownership hearing, set for July 23. The Commission would sit en banc on this matter. It is believed this proceeding may be postponed again, however, probably until Sept. 15.

Few of the six commissioners have formulated any definite plans for their summer activities. Commissioner Case was expected to return to his office about July 8 after a short time at his summer home on Narragansett Bay. Commissioner Wakefield, scheduled to preside at a telephone hearing in Hoquiam, Wash., on Aug. 18, may leave early in August for a brief visit on the West Coast, it is understood. He will return to Washington via St. Paul, where he plans to attend the meeting of the National Assn. of Railroad & Utility Commissioners on Aug. 26. Commissioner Craven is vacationing in New Jersey for the next few weeks, but plans to return to Washington for any important proceedings.

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Write for Details of Programs and Time Available, Rates, Market Data, and Information on Merchandizing Service

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50,000 WATTS

—will give you *blanket coverage* of the rich Tennessee Valley area.

Make *your* reservations *now!*

PAUL H. RAYMER CO.
National Representatives

Free Speech Acts Of FCC Approved

Civil Liberties Union Likes Network Monopoly Report

SUPPORT of the FCC's attitude on free speech, as reflected both in the Network Monopoly Report and in an opinion involving WAAB, Boston, was voiced by the American Civil Liberties Union in its review of the year, issued last week.

In a chapter devoted to censorship, the Union cited that radio, as the single greatest instrument of free speech, has been strengthened not only by the two-year-old code of the NAB, but was reinforced by an order of the Commission directed to WAAB, whose license "was challenged on the ground of favoritism" in the discussion of public issues.

"The Commission," contended the report, "held that a station is operating in the public interest only if it affords equal facilities to all sides of controversial questions.

Political Rights

"Even more important from the point of view of long-range effect on free speech was the Commission's monumental report on the monopoly practices of national networks. Diversity in ownership and control is an obvious requirement for greater freedom on the air; and the Commission directed its order to restore a greater degree of freedom and competition. The Commission also insisted, during the political campaign, that candidates for national office must be afforded equal facilities even in States where their parties were not on the ballot."

In what it described as a "Balance Sheet of Civil Liberties", the Union commended the FCC decision in the WAAB case, the monopoly report and the FCC action in "insisting on the rights of candidates in the national election to equal facilities on the radio, even in States where national candidates were not on the local ballot".

C. L. MENSER, NBC New York production manager, is currently in Hollywood for discussions on added summer replacement shows.

Coming Soon to
WSYR
SYRACUSE
5000
WATTS
at 570 kc.
"The Perfect
COMBINATION"

NOW THEY LOOK LIKE THIS

See page 10

PHOTOGRAPHS ON PAGE 10 in same (l to r) order show: 1. **Wilbur Eickelberg**, general sales manager of Don Lee Broadcasting System, who enlisted in the Marines in April, 1917 and was sent to Paris Island and Quantico for training; in September he was in France, seeing action for two years, on the Chateau Thierry, Meuse-Argonne, Chalons, St. Mihiel and other fronts and being mustered out in August, 1919 as a second lieutenant. 2. **Homer Fickett**, New York BBDO producer of DuPont's *Cavalcade of America*, who was stationed during the war with the Marine Aviation Corps at Ponte Delgada, Azores. 3. **Owen F. Uridge**, assistant general manager of WJR, Detroit, who joined up in April, 1917, went overseas the following December and for 23 months was brigaded with the British during the Ypres and Somme offensives; he was mustered out a first lieutenant.

Shortages

(*Continued from page 10*)

said, is particularly true of small manufacturers.

A rise in the price of sets, caused by the shortage in material and rising costs, is also predicted. Some estimates place the increase at 10% but this is regarded as high by RMA officials.

A curtailment of 25% already is contemplated under the 12,000,000 sets produced last year by the major manufacturers. It is felt the curtailment will go much higher because of material shortage.

Set Industry Worried

If radio set manufacturers are unable to obtain aluminum within a short time, the entire industry will be at a standstill by October, according to Paul V. Galvin, vice-president of the Radio Mfrs. Assn., and chairman of the Governmental relations and priorities committees of the RMA.

Mr. Galvin, who is president of the Galvin Mfg. Corp., Chicago (Motorola), stated that "FCC Commissioner Fly, concerned over the shortages, has a sympathetic understanding of both the problems of the OPM and in the industry, and is cooperating with James S. Knowlson, president of the RMA, in an effort to ease the situation." (Mr. Knowlson is president of Stewart-Warner Corp., Chicago.)

The industry has substituted various metals for aluminum", Mr. Galvin said, "including the use of alnico, an alloy of steel, scrap aluminum, and nickel, which is now being used for magnets in the permanent magnet speakers. Last year, the industry used 4,000,000 pounds of aluminum, but this year, through the use of substitutes, the industry will use only 10% of that, or about 400,000 pounds. However, the metal is badly needed for the electrolytic condensers, and no substitute has been found that has the electro-chemical qualities of aluminum essential in the condensers."

"But far more serious to the broadcasting industry," Mr. Galvin said, "is the inability of tube manufacturers—of which there is only a half-dozen in the United States—to obtain nickel and tungsten. The tube manufacturers are rapidly depleting their inventories, and will have to shut down in the fall if unable to obtain the metals."

In the meantime, the set manufacturers are tapering production while waiting for word from OPM, and the greatest backlog of orders in the history of radio manufacturing is steadily piling up.

Video in New York

SEEKING listener opinion on programs, WNBT, NBC's television station in New York, mailed a folder postcard with attached business reply card listing the station's entire schedule for the week. On the reverse of the reply card is a ballot listing each program with the request to classify as either excellent, good, fair or poor.

PACIFIC COAST Broadcasting Co., proposing to apply for a 10,000-watt station at Pasadena, has filed articles of incorporation with the California Secretary of State in Sacramento. Directors of the company, which was authorized to issue two classes of stock with an aggregate par value of $75,000, are J. Frank Burke, president of KFVD, Los Angeles; Fay J. Smalley Jr. and Wayne D. Moon, commercial manager and auditor, respectively of that station.

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A Fort Industry Market
Available
NOW!
our daily
SPORTS
SPOTLIGHT
featuring
Bob Evans
6:15 P.M. Daily
Monday thru
Saturday
A proven audience starring northwestern Ohio's most authoritative radio Sports reporter—
Wire your reservation.
A FORT INDUSTRY STATION
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A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

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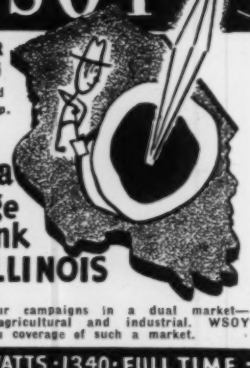

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250 WATTS · 1340 · FULL TIME

Columbia's Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office

ANPA Enters Press Battle

(*Continued from page 7*)

present indication of a postponement request from the newspaper group, created last April to combat the regulations.

Harold V. Hough, Chairman of the Committee, and Sydney M. Kaye, associate counsel for the group, were in Washington last Wednesday and Thursday with C. H. Sundberg, secretary of the committee, to complete arrangements for the inquiry, presumably to be conducted before the FCC sitting en banc.

It has been an open secret that Chairman Fly did not propose to postpone the hearings unless the burden was squarely upon the newspaper committee, and even then, because of the most recent developments, some doubt was expressed as to his action.

Chairman Fly has insisted that the hearings should be started promptly because of the hue and cry from the industry about the holding up of applications for both standard and FM facilities where newspaper-ownership is involved, however indirectly. Since promulgation of the inquiry order (No. 79) last March, the FCC has shunted to the pending file all applications for new facilities involving newspapers, save in a few instances which have been branded as discriminatory, but has authorized improved facilities in some cases with the proviso that they are subject to whatever policy action the FCC might take pursuant to the inquiry.

On behalf of the Newspaper-Radio Committee, it was indicated it will state it is not ready to make an affirmative presentation on behalf of newspaper-owned stations on July 23, but intends to appear in the proceedings.

In Midst of Summer

The newspaper committee originally had requested a postponement of the proceedings from July 25 until Sept. 15. The Commission, however, granted an adjournment only until July 23. It was then presumed that, upon proper petition, it would grant another postponement since several members of the Commission have no intention of sitting through such proceedings day in and day out during the heat of a Washington summer.

Aside from calling upon all of the press associations, FCC investigators have visited such operations as Hearst Radio in New York; the Cowles stations headquarters in Des Moines; WDAF, Kansas City, owned by the *Star;* WSPA-WORD, Spartanburg, S. C., non-newspaper owned; WTMA, Charleston, S. C., owned by the *News & Courier* and *Post*, WCBA, Allentown, owned by the *Call*, among others.

In one instance, more than a week was spent examining files, including personal memoranda, contracts, news continuities, newspaper program listings and, in fact, everything having any bearing, direct or indirect, upon newspaper station operation.

Questions often ran to ridiculous extremes, it was reported. The investigators wanted to know who dictated the news broadcasts, whether advertisers had any degree of control over news content, relationships with press associations, complaints against stations or newspapers, whether the stations had an "editorial policy" and a myriad other inquiries. Files as far back as six years, including those stored away in attic or basement, were carefully perused.

But, according to one broadcaster, only such data that might be employed to show partiality, wrongdoing, unfair competition or public complaint proved of interest. In this particular case, the organization took the position it had nothing to hide and threw open everything.

Preparing the Data

The Newspaper-Radio Committee, it is understood, has a staff of nearly 40 preparing data for the hearings, based largely upon the results of a confidential questionnaire dispatched June 27, a day before the FCC questionnaire went out. The committee, with well over $100,000 already committed by newspaper-owned stations toward a budget of some $200,000, proposes an exhaustive presentation. Questionnaires were not due until July 10, and it was thought it would be physically impossible to prepare all of the data in time for presentation to the FCC July 23.

Thomas D. Thacher, former Solicitor General of the United States, is chief counsel for the committee, with Mr. Kaye and Abe Herman, of Fort Worth, as his associates.

Unlike the FCC questionnaire, the committee asked no questions about program listings in newspapers, or other matters regarded as extraneous to the main issue. The four-phase questionnaire covered station ownership and history including profits and losses for each year and physical investment; commercial policy, covering joint sale of newspaper space and station time or combination rates; news broadcasting, covering news services subscribed to; news program breakdowns, both commercial and sustaining; handling of news and commentators; and general policy of stations, relating to NAB code adherence on controversial issues, religious services, complaints, public service programs and the like.

In its preface, the committee said the survey was intended to portray a faithful picture of the effects of newspaper relationships on radio stations. "No matter how slight or tenuous the relationship," the stations were told, "it is imperative that these questions be answered fully. Whether your station is directly licensed to a newspaper, directly controlled by a newspaper through a broadcasting corporation, or even if only as little as 10% of the stock is owned by any persons connected with any newspaper anywhere, your station is concerned."

Bosco Adds

BOSCO Co., New York (milk amplifier), on July 7 started *Bosco Bandstand*, a program of transcribed music, 8:30-8:45 a.m. (EDST), six times weekly, on KYW, Philadelphia. Also on that date the company shifted a program of the same name on KNX, Los Angeles, from 7:45-8 a.m. (PST), Monday, Wednesday and Friday, to 12:30-12:40 p.m., Monday thru Friday. Agency is Kenyon & Eckhardt, New York.

KINY, Juneau, Alaska, was authorized by the FCC last Wednesday to increase its power from 1,000 to 5,000 watts fulltime, subject to approval of transmitter and antenna site.

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THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*

OVER METROPOLITAN NEW YORK

NOT AN ALUMINUM HUNT for Uncle Sam but a radio "Moving Party." When Claire Harrison, continuity director of KWK, St. Louis, moved to a new apartment, she improvised the party as a freight-saving venture. Each guest had to call at the old abode, pick up a box or bundle and trundle it to the new cliff-dwelling. Here (l to r) are Ray Dady, KWK manager, about to swallow the canary; Dan Seyforth, production director, coddling the kettle; Salesman Jack Henderson, exploring the cooker, and Master-Mind Harrison. At the right, moved by the spirit of the occasion, Hoyt Andres, announcer, and John Tinnea, program director, made a stop at the KWK "graveyard" and picked up a few odds and ends treasures for embellishment.

Mutual Compares Network Payments

Cisler Compilation Basis of Relative Monthly Issue

CLAIMING a net monthly return over 350% greater than the net resulting to the station if it were affiliated with NBC-Blue, MBS last Monday released a "balance sheet" compiled by S. A. Cisler, general manager of WGRC, New Albany-Louisville, in which he compared figurative results "of what WGRC could expect to receive from MBS against NBC-Blue" figured on a $120 per hour rate, with 20 hours of time sold per month. The Cisler analysis showed a possible net revenue of $350.70 per month from MBS, compared with $96 from NBC-Blue.

The office of William S. Hedges, NBC vice-president in charge of station relations, declined to comment on the MBS comparison until an opportunity is afforded to study the analysis made by Mr. Cisler.

Deals Compared

According to the comparative breakdowns, based on a gross revenue for 20 hours of $2,400, the station would pay $600 for line charges, with no time given to the network, under the "Mutual deal"; while under the "NBC-Blue deal" it would pay no line charges but would give 16 hours free time to the network.

On the MBS side, after allowing a maximum volume discount of 50%, net revenue for the 20 hours would be $1,200, from which would be deducted $180 for 15% commissions, the $600 in line charges, $21 representing 3½% for MBS on the $600 figure, another $48.30 representing 11½% for MBS of the $420 remaining after agency commissions were deducted from the $1,200 net revenue—leaving a net return to the station of $350.70.

On the NBC-Blue side, NBC would take the first 16 hours free, Mr. Cisler explained, paying $24, or 20% of the $120 hourly rate, for each of the next four hours—leaving a net return to the station of $96. Commenting further, Mr. Cisler declared it would take approximately 31 hours of NBC-Blue to equal the revenue from MBS on 20 hours, on this basis. When MBS sells 31 hours, the revenue rises to $847.18, which he said amounted "to more than twice what NBC-Blue pays out for the same amount of time".

English Joins NBC

MAURICE ENGLISH, until recently foreign correspondent in France and Spain for the *Chicago Tribune*, has joined NBC's international division to check news and comment for factual and objective content so that its uniformity will be assured when broadcast in six languages on NBC's shortwave stations. A graduate of Holy Cross and Harvard U, Mr. English worked several years with *Time* magazine and the *Chicago Tribune* before going abroad as a war correspondent.

DEFENSE production song written by Walter Craig, program director of WMCA, New York, has been submitted to the Office of Production Management at Washington as a suggested theme song for American industry. Mr. Craig's lyrics are sung to the music of *Marching Along Together*, Robbins Music Corp. song, and are used on WMCA's series *Democracy at Work*.

MBS Co-op Drama

FOLLOWING its successful 26-week sponsorship last spring on MBS of the *Adventures of Bulldog Drummond*, Howard Clothes, New York, on Sept. 28 will resume the Sunday night half-hour series on 8 Mutual stations, WOR WFIL WAAB WGN WCAE WEAN WAGE and WTAG. It will be available for cooperative sponsorship on other MBS outlets. Norman Livingston, producer for the agency, Redfield-Johnstone, New York, is on a three-month tour to line up local sponsors. Cast for the Sunday 6:30-7 p.m. show will be the same as for the test period last spring.

Brewery Spot Test

HAFFENREFFER BREWING Co., Boston (Pickwick Ale) on June 23 started a test series of one-minute live spot announcements six times weekly for nine weeks on WFEA, Manchester; WKNE, Keene; WLNH, Laconia; WDEV, Waterbury; WWSR, St. Albans, Vt.; WCAX, Burlington, and WSYB, Rutland. If the test proves successful, the schedule will be expanded and transcribed announcements used in the fall, according to the agency, Albert Frank-Guenther Law, Boston.

Phila. Fight on Blue

FIRST of the bouts scheduled for NBC-Blue from Shibe Park, Philadelphia, under sponsorship of Adam Hat Stores, New York, will take place July 21 when Sam Taub and Bill Stern cover the 15-round lightweight battle between Sammy Angott and Ray Robinson.

Freedom Group Attacks Wheeler in Removal of Winchell From Z-Bar

AN ATTACK upon Senator Wheeler (-Mont.), isolationist leader, for allegedly having used his influence to prevent broadcasts of Walter Winchell's Sunday night program over the Z-Bar Network stations in Montana was made last week by F. H. Peter Cusick, executive secretary of Fight for Freedom Inc., New York.

The Winchell broadcasts, plus those of other commensators, have not been caried for several weeks on KGIR, Butte; KPFA, Helena, and KRBM, Bozeman, all operated by Ed Craney. While Mr. Craney has made no formal announcement, it is understood he based his action on the ground that the commentators did not present both sides of the war issue.

Mr. Cusick said Senator Wheeler "must certainly be defended in his right to speak in Atlanta, or anywhere else, but we think it should be pointed out that Wheeler does not believe the same rights apply to his opponents". He quoted reports from Montana which he said indicated that the Senator had used his influence to ban Winchell's broadcasts, declaring that listeners in that State now must tune to KSL or KOA for the commentator.

Mr. Cusick also quoted the *Great Falls* (Mont.) *News*, which stated July 4 that Senator Wheeler "cannot forever shut off the people of Montana from hearing Winchell if they choose to".

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GENERAL ELECTRIC

Trying to sell the Texas Gulf Coast without KXYZ-KRIS is like trying to type without a typewriter. The amazing growth and business activity of this section have made it the bright spot on business maps for the past decade. The TWIN stations are the only combination to blanket the heart of this rich market. Write NOW for data.

National Representatives:
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DOUBLE Savings!
● through our COMBINATION RATES
● ... and BONUS POINT ADVERTISING

KXYZ ★ KRIS
HOUSTON NBC • Blue
CORPUS CHRISTI NBC • Red and Blue
Both Stations MUTUAL and LONE STAR CHAIN affiliates

"I can ride back in one o' dem autos dey make in WFDF's coverage, if dey'll jes deliver me at Flint, Mich."

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia
or
Joe Weed, New York City

The All-Important Fact Is . . .

MOST EL PASO PEOPLE
Listen to **KTSM**
MOST OF THE TIME

KTSM, NBC Outlet, El Paso, Texas
Geo. P. Hollingberry Co., Nat'l Rep.

Networks Confer on Monopoly

(*Continued from page 7*)

the filing of an appropriate petition with the FCC setting forth reasons, preparatory to the opening of discussions with the Commission.

Won't Surrender Rights

In the conversations, the matter of new legislation, to supplant the existing law, has not been overlooked. The major networks are proceeding on the premise that they should not surrender any of their legal rights in the joint effort to narrow existing differences. It is recognized that new legislation can not be procured overnight, and it is felt that the FCC, Congress and the industry all are interested in procuring the proper sort of redefinition of the statute.

One solution, looked upon as entirely possible, is suspension of the existing rules, promulgation of modified rules by the FCC and then voluntary action by the FCC in suspending the effective date of the rules until there can be a court adjudication of the FCC's authority to invoke them.

Meanwhile, there was doubt as to whether the hearings on the White Resolution calling for a full-scale investigation of radio regulation, which would stay the effective date of the FCC regulations, would be reopened at all.

When the hearings were recessed June 20, at the call of Chairman Wheeler, it was understood that Mr. Fly would be recalled for rebuttal testimony. Chairman Fly himself has indicated that he did not expect to reappear, but the Commission has made no move to defer the effective date of the regulations, obviously awaiting overtures from the industry or possibly from Senator Wheeler.

There appears to be little doubt that a postponement will be forthcoming, in one way or another. Should the preliminary conversations break off, both NBC and CBS are prepared to start litigation challenging the FCC's jurisdiction. But such a move would be in the nature of a last resort.

It is assumed that counter-proposals will be broached by NBC and CBS, looking toward revision of the proposed regulations. With the "forced sale" aspect of NBC's disposition of the Blue Network no longer involved, by virtue of voluntary action by the FCC, the most important phases of the eight regulations commanding attention of the older networks are those relating to exclusivity and time option bans and the divestment of owned or managed stations in markets other than New York, Chicago and Los Angeles-San Francisco.

Bone of Contention

The primary bone of contention in the intra-network discussions, it is understood, has been in connection with the exclusivity and time option phases. The conversations, it is understood, have returned to an earlier suggestion that there be exclusive contracts and fulltime options in markets in which at least four fulltime outlets are available, thus caring for each of the four existing networks. However, in markets having less than four stations, the discussion is surrounding some means of an option formula basis, whereby each of the four networks would be accorded outlets.

In any event, it was regarded as likely that at some point prior to the Aug. 2 deadline the network executives would sit down with Chairman Fly and an adequate basis for postponement would be reached. There is the possibility that each rule would be appraised individually in a series of conferences with the FCC and invoked piecemeal, if litigation were averted.

Meanwhile, it was stated at the office of Senator Tobey (R-N.H.) that he desired to call more witnesses on the White Resolution. Absent when Mr. Trammell appeared for NBC and during a portion of Mr. Paley's testimony he had indicated he desired to cross-examine these witnesses, as well as to delve into the circumstances surrounding the sale of WMCA, New York, by Donald Flamm to Edward J. Noble, chairman of the Life Saver Corp. and former Undersecretary of Commerce. Senator Tobey had inquired into this transaction when Commissioner T. A. M. Craven was on the stand during the White Resolution Hearings and said at that time he hoped to pursue this matter with other witneses.

Fear an Inquisition

If the hearings are reopened for Chairman Fly's rebuttal testimony, Senator Tobey has indicated he desires to call other members of the FCC to ascertain their views, not only on the network monopoly regulations but on the WMCA case.

A number of committee members —possibly a majority—appear disposed not to favor reopening of the hearings, lest it become a fishing expedition along the lines of the Tobey-directed inquisition during hearings on the confirmation on the late Thad H. Brown last year.

Considerable sentiment exists on the committee for new legislation to supplant the 14-year-old communications law, but there is not a great deal of enthusiasm apparent for the White Resolution because of its all-inclusive nature.

Most committee members, it is thought, favor the course outlined by Chairman Wheeler toward compromise of the regulations, with new legislation to be introduced as early as possible. It is generally felt that an entire new law could not be pressed through Congress in the immediate future, with the war situation dominating all Governmental activity.

Double Birdie

IT HAPPENED, say three unusually honest and respectable golfers, on the Omaha Field Club course on the second tee. Tom Dailey, WOW's sports editor let fly with a terrific drive. The ball caught—not one, but—TWO sparrows in flight—and killed them both, stone dead! Two days later a Bob Ripley agent wired for photo and story.

Permanent N. Y. Office Planned by World Wide

ALTHOUGH WRUL, Boston shortwave station, has not definitely signed a contract for offices and studios in New York City, Walter Lemmon, director of World Wide operations, told BROADCASTING the station would locate in New York in September and is temporarily using studios furnished by WMCA, New York. It has been reported that WRUL was planning to establish headquarters in Radio City, but this was not confirmed by Mr. Lemmon.

World Wide Broadcasting Corp., which recently received a $40,000 loan from the Reconstruction Finance Corp. [BROADCASTING, June 30], has indicated it plans to increase operating power of its two Boston international shortwave outlets, WRUL and WRUW, from 50,000 to 100,000 watts.

Hobart Montee, until several weeks ago actively associated with WRUL, is in California recuperating from a recent heart attack, according to Mr. Lemmon. During Mr. Montee's indefinite leave of absence, Douglas Schneider, his assistant, will be in charge of European shortwave programs.

STUDENTS of Dartmouth will study broadcasting operations of WNEW, New York, this summer, preparatory to running a campus station of their own next fall. Studios for DBS (Dartmouth Broadcasting System) are now under construction in Hanover, N. H., to be operated by the students under the direction of the Dartmouth College Radio Council.

(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE

UNITED PRESS

LADIES DAY at WCKY, Cincinnati, and KLZ, Denver, is being observed in impromptu fashion here. At the top L. B. Wilson, owner of WCKY, strikes a W. C. Fieldsian pose as he watches Ann LaHay sign her new contract as women's program director, after several years in a similar capacity at KLZ. Below is Maida Severn, who succeeds Miss LaHay at the Denver station. For several years she was under contract to NBC Artists Bureau as a singer, and handled publicity for "Gardens on Parade" at New York World's Fair. More recently she has been in the script-writing and publicity departments at CBS, New York. Helen Rees, woman's program director at WCKY, has been assigned to special promotion work by Mr. Wilson, to work under his personal direction.

ABTU Signs More

SIGNING of agreements with more stations is announced by the Associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers. Signed July 8, retroactive to May 1, is an agreement with KRNT and KSO, Des Moines. Also signed were agreements with WCFL, Chicago, and WGRC, New Albany, Ind. All agreements called for higher pay, vacations and other benefits.

HUGH M. CURTLER, former general manager of WCHV, Charlottesville, Va., and later with the Joseph Katz Agency, Baltimore, on July 9 was appointed commercial manager of WBAB, Atlantic City.

MORRIS PLAN'S SPELLING BEE

Third Season Completed by Sponsor on WGL as Schools Compete for Honors

RAPIDLY assuming the proportions of a tradition is the radio-instituted and radio-promoted *Allen County Spelling Bee*, which has just concluded its tenth annual series on WGL, Fort Wayne.

The program consists of approximately six weeks of broadcast spelling matches among boys and girls of the fifth, sixth, seventh and eighth grades of all schools in the county. Through elimination, the best spellers in each grade are determined, then the champions of the city schools and county schools and then these two are pitted against each other to determine the grand champion. In effect, the contest amounts to the official spelling match of the area, sanctioned by educators.

Morris Plan Sponsors

The *Spelling Bee* was inaugurated in 1931 and has continued annually ever since. For the past three years it has been sponsored by the Fort Wayne Morris Plan. Cooperation with the schools is intensive and embraces not only public but Catholic and Lutheran schools, assuring 100% interest throughout the county.

The station and sponsor cooperate in presenting a traveling plaque each year to the school represented by the winner. This plaque hangs in the school for one year, and has space for the names of winners until 1964. The traditional value of the plaque is expected in time to match proportionately such trophies as the Indiana-Purdue "Old Oaken Bucket".

In addition, individual awards in the form of medals are given to each grand champion and each grade winner.

Morris Plan's advertising manager, James Studer, acts as announcer on the show, using three carefully-worded individual announcements during the 45-minute period. R. Nelson Snider, principal of South Side High School of Fort Wayne, gathers the words for the contest and acts as the spelling master, and a group of judges from public, Catholic and Lutheran schools sits in on each broadcast to clear up any questions on such points as words with two different spellings, etc.

Both Morris Plan and the school systems are well pleased with the series, and the school children and teachers are known to prime themselves for the event weeks ahead.

Iceland Scoop

FIRST "on-the-spot" broadcast on the arrival of U. S. Marines at Reykjavik, Iceland, was heard July 8 on NBC-Blue when an unidentified British officer described the landing of the American force. The broadcast was shortwaved via RCA to New York and presented 9:45-9:55 p.m.

KFXM Sale Deal

THE SALE of KFXM, San Bernardino, Cal., to a family corporation consisting of a mother and her two sons is proposed in an application filed with the FCC for voluntary transfer from Lee Bros. Broadcasting Co. Mrs. Florence L. Cressman and her sons, Albert L. and Harry G., the latter a minor, propose to buy the station for $110,000. The money was provided by Harry E. Cressman, husband and father, who is a Ford and Lincoln distributor formerly residing in England. Although American-born, the senior Cressman is a British subject who returned to this country at the outbreak of the war. Because of his foreign citizenship he is not eligible to acquire an American station. The station operates with 250 watts on 1240 kc.

NAB MEMBERSHIP NOW TOTALS 539

OVER-ALL memberships of the NAB stands at 539 as against 547 last May at the time of the NAB convention, despite the resignation of 15 stations because they were out of sympathy with the position taken by the trade association in connection with industry issues. In addition, seven stations were dropped last month for non-payment of dues.

Most recent resignations from NAB include WHK, Cleveland, and WHKC, Columbus, identified with the *Cleveland Plain Dealer*, which, it is reported, has resigned from virtually all industry trade association activities, whatever their nature; WAIR, Winston-Salem; KWK, St. Louis; WSKB, McComb, Miss., and KSLM, Salem, Ore.

Other resignations, previously announced, were WOR, New York; WGN, Chicago; WOL, Washington; KHJ, Los Angeles; WFBR, Baltimore, all MBS affiliates; KGIR, Butte; WTMJ, Milwaukee; KSTP, St. Paul; KFPY, Spokane.

Turner Co. Appoints

IRVIN I. AARON & Associates, Milwaukee, has been appointed sales representatives in Minnesota, Wisconsin and portions of North Dakota and Illinois for the Turner Co., Cedar Rapids, Ia., manufacturers of microphones, microphone equipment and the new Turner push-pull vibrator.

THE FOREMAN Co. has been appointed exclusive national representatives of KFJM, Grand Forks, N. D.

AMAZING VALUE FOR TIME BUYERS

5000 watts at the price of 250 watts in CHATTANOOGA

if you place your order before August 1, 1941

1150 kilocycles WAPO NBC Red and Blue

Now 5000 watts in the Tennessee Valley

National Representative: HEADLEY-REED CO. New York · Chicago · Detroit · Atlanta

1340 WINX Washington's Own Station

WIN WASHINGTON WITH WINX

WINX BUILDING • WASHINGTON, D. C.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JULY 5 TO JULY 11, INCLUSIVE

Decisions . . .

JULY 9

NEW, Lake Worth Broadcasting Corp., Lake Worth, Fla.—Granted CP new station 1340 kc 250 w unl.

KINY, Juneau, Alaska—Granted CP equipment changes increase to 5 kw unl.

WSYB, Rutland, Vt.—Granted CP install new transmitter and directional night, change to 1380 kc, increase to 1 kw. unl.

W59C, Chicago—Granted temp. authority operate with 1 kw, to determination of Order 79.

WCNC, Elizabeth City, N. C.—Granted petition to assign license to Albermarle Broadcasting Co.

WCBD, Chicago—Change call letters to WAIT.

DESIGNATED FOR HEARING—**WIBG, Glenside, Pa.,** application to change hours to ltd.-sunset Knoxville; **NEW, Park Cities Broadcasting Corp., Dallas,** CP new station 710 kc 5 kw unl.; **NEW, Midstate Broadcasting Corp., Utica, N. Y.,** CP new station 1450 kc 250 w unl., joint hearing with applic. of Utica Broadcasting Co. and *Utica Observer-Dispatch;* **KGGM, Albuquerque,** CP move transmitter change to 590 kc, increase to 5 kw unl., joint hearing with KVOA and KVSF.

MISCELLANEOUS—**NEW, Chattahoochee Broadcasting Co., Columbus, Ga.,** CP new station placed in pending file under Order 79; **NEW, Fairfield Broadcasting Corp., Lancaster, O.,** placed in pending file under Order 79; **KTBC, Austin, Tex.,** Application for transfer license placed in pending file under Order 79.

JULY 11

MISCELLANEOUS—**NEW, Mid-American Broadcasting Corp., Louisville,** dismissed without prejudice petition amend CP and on FCC's own motion continued hearing to 7-30-41; **WTIC, Hartford,** passed until next week action on petition intervene Mid-American and WGRC applications, Louisville-New Albany, Ind.; **KFEQ, St. Joseph, Mo.,** granted motion remove from docket application CP 680 kc 5 kw unl. directional (new application to be submitted), and KWK petition to intervene withdrawn; **WIBG, Glenside, Pa.,** granted continuance hearing on renewal to 8-27-41; **WGRC, New Albany, Ind.,** dismissed without prejudice petition amend application CP change to 1080 kc 5 kw unl. directional and on FCC's own motion continued hearing to 7-3-41; **KFXM, San Bernardino, Cal.,** granted dismissal without prejudice application CP change to 1420 kc 1 kw unl.; **WLW, Cincinnati,** granted request retire to closed files application 500 kw on 700 kc; **NBC,** granted postponement hearing renewal KGO, KOA, WMAL 60 days to 9-19-41; **KORN, Fremont, Neb.,** granted petition continue renewal and transfer hearing to 8-15-41; **KONB, Omaha,** granted continuance hearing on CP etc. 1500 kc 250 w unl. to 8-12-41.

Applications . . .

JULY 9

WMAL, Washington—Voluntary assignment license from NBC to M. A. Leese Radio Corp.

WKBW, Buffalo—Modification CP new transmitter change to 1520 kc.

KNET, Palestine, Tex.—Voluntary assignment license to Palestine Broadcasting Corp.

WRUF, Gainesville, Fla.—CP increase to unl. hours, install night directional.

WFTM, Fort Myers, Fla.—CP install new transmitter and move with studio.

WIBA, Madison, Wis.—Modification CP to change to 1310 kc.

KDON, Monterey, Cal.—CP install new transmitter, increase to 250 w.

Tentative Calendar . . .

JULY 15

KIDW, Lamar, Col.—License renewal.

JULY 16

(Consolidated Hearing)

NEW, Mid-America Broadcasting Corp., Louisville—CP new station 1080 kc 1 kw N 5 kw D.

WGRC, New Albany, Ind.—CP 1080 kc 5 kw unl.

SEPTEMBER 5

KWTO, Springfield, Mo.—CP 560 1 kw N 5 kw D.

SEPTEMBER 9

WENY, Elmira, N. Y.—CP 590 kc 1 kw unl.

SEPTEMBER 10

WAPI, Birmingham, Ala.—CP 1070 kc 50 kw unl., directional N.

SEPTEMBER 15

KPAC, Port Arthur, Tex.—Modification license 1220 kc 1 kw unl.

(Consolidated Hearing)

NEW, Scripps-Howard Radio Inc., Houston—CP new station 1230 kc 250 w unl.

NEW, Texas Star Broadcasting Co., Houston—CP new station 1230 kc 250 w unl.

NEW, Greater Houston Broadcasting Co. Inc., Houston—CP new station 1230 kc 250 w unl.

Matinee Video Program Is Inaugurated by NBC

INSTITUTIONAL telecast to act for television as the *Farm & Home Hour* does for longwave broadcasting will start July 17 on NBC's television station WNBT, under the name of *Radio City Matinee.* Hostess on the first program will be Vyvyenne Donner, fashion expert, and guests will include the Triolets, girl's trio, and the Four Dudes, male chorus.

Subsequent programs will be devoted to such feminine interests as beauty, fashions, child welfare, and decorating. The hour telecasts, Thursdays at 2:30 p.m., will be written and produced by Ernest Colling, who handles television publicity for NBC.

IN HONOR of NBC's two networks, WSJS, Winston-Salem, N. C., has christened two miniature lakes on the roof of its new studio building "Lake Red" and "Lake Blue." Part of the cooling system, the lakes are stocked with goldfish and run into each other from different levels.

Ship Operators Rules Are Suspended by FCC

SUSPENSION for six months of the requirement that commercial radio operators possess at least a half-year's previous ship service to be eligible for employment as the radio operator on a cargo ship was announced last Friday by the FCC to help meet the demand for radio telegraph operators in the expanding merchant marine.

Action was taken pursuant to an amendment to the Communications Act approved July 8 as an emergency measure and was in accordance with the intent of Congress, the Commission said. The suspension was placed in effect immediately to meet a shortage of operators, which has resulted in delayed sailings of cargo ships. Under the Commission's order, graduates of the Maritime Commission's radio schools who have secured FCC licenses will be eligible for employment on cargo ships.

RMA Material Bureau Seeks Substitute Metal

FIRST meeting of the new Radio Manufacturers Assn. Materiel Bureau was held in New York July 1 and a number of committees were appointed to study substitutes for essential materials needed by industry but now unavailable because of defense requirements.

L. C. F. Horle, consulting engineer of RMA, is acting director of the new bureau. The group also will undertake to save material through mechanical design, circuit design and standardization, both electrical and mechanical.

CHIEF RIDES RANGE

from 30 to 15,000 cycles, with uniform frequency response

"And Western Electric 23C gives big build-up, too," says Chief Engineer. "Total gain 96 db. Complete audio system, factory-wired and tested.

"Here is Speech Input plenty simple to install, operate, maintain. Rush scout to get full story from Graybar Electric."

Western Electric

FCC Appointment Remains in Doubt

Commission Operating With Only Four Present

THE FCC limped along last week with only four of its six members present and with no indication from the White House as to the appointment of a successor to Frederick I. Thompson, whose term expired June 30. Commissioners T. A. M. Craven and George H. Payne were vacationing.

At his press conference last Friday, President Roosevelt said he had not decided on the FCC appointment. Asked about the possibility of naming Edward Roddan, assistant publicity director of the Democratic National Committee and a former Washington newspaperman, to the Thompson vacancy, the Chief Executive said he had no information.

Favored by Fly

In some Administration quarters it was thought the President might take his time filling the Thompson vacancy. While it is still possible the Alabaman will be renamed, the chances are believed remote. The President has made several recent appointments to other agencies weeks prior to expiration of the terms of the incumbents. It was thought that if he had any intention of renaming Mr. Thompson, whose two-year tenure had aroused considerable opposition, he would have done so some time back.

FCC Chairman James Lawrence Fly, according to reports, has been urging the Thompson reappointment, primarily because the Commissioner has voted with the majority on controversial issues and was in the forefront of both the chain monopoly regulations and the newspaper-divorcement proceedings.

Other possible appointees have been rumored in Washington. Possible promotion of T. J. Slowie, FCC secretary and Iowa Democrat, to the Commissionership is the latest report. Other names previously mentioned are those of G. W. Johnstone, former radio director of the Democratic National Committee and pioneer network public relations officer; Fulton J. Redman, Portland, Me., attorney, and Thomas E. (Buster) Lawson Jr., Attorney General of Alabama.

Frost Named by RCA

WITH W. H. Beltz, manager of the Hollywood branch of RCA Mfg. Co., called to active duty in the Navy E. (Jack) Frost), in charge of San Francisco operations, has taken over West Coast activities, according to announcement last Friday by I. R. Baker, manager of RCA broadcast transmitter sales. Mr. Beltz, a lieutenant commander in the Reserve, has been called to Washington for active duty as of July 15 [see story on page 44].

CALL LETTERS assigned for recent new station grants are WLDS, Jacksonville, Ill.; WSON, Henderson, Ky.; KTRN, Tacoma, Wash.

Network Accounts

All time EDST unless otherwise indicated.

New Business

UNION OIL Co. of Cal., Los Angeles, on July 7 started *Nelson Pringle* on three CBS-California stations (KNX, KSFO and KARM), Mon. thru Fri. 7:45-8 a.m. PST. Agency: Lord & Thomas, Los Angeles.

Renewal Accounts

GENERAL CIGAR Co., New York (White Owls), on June 27 renewed *Raymond Gram Swing* on 38 MBS stations, Don Lee and Colonial Networks, Mon. and Fri., 10-10:15 p.m. Agency: Walter Thompson Co., N. Y.

LAYUK CIGARS, Philadelphia (Phillies), on July 1 renewed *The Inside of Sports* on 30 MBS stations, Mon., Wed., Fri., 7:30-7:45 p.m. and Tues., Thurs., Sat., 7:45-8 p.m. Agency: Ivey & Ellington, Philadelphia.

R. B. SEMLER, New Canaan, Conn. (Kreml hair tonic), on July 5 renewed *Gabriel Heatter* on 15 MBS stations, Mon., Wed., Fri., 9-9:15 p.m. Agency: Erwin, Wasey & Co. N. Y.

TILLAMOOK COUNTY CREAMERY ASSN., Portland, Ore. (cheese), on July 4 renewed *Benny Walker's Tillamook Kitchen* on 6 NBC-Red Pacific stations, Fri., 9-9:15 p.m. (PST). Agency: Botsford, Constantine & Gardner, Portland.

MARROW'S INC., Los Angeles (Mar-O-Oil shampoo), on Sept. 28 renews for 52 weeks *Hollywood Whispers* on 80 MBS stations, Sun., 2:45-3 p.m. (EST). Agency: Hays MacFarland & Co., Chicago.

MENNEN Co., Newark (shave cream) on July 13 renews for 52 weeks, *Bob Garred Reporting*, on 5 CBS Pacific Coast stations (KNX KARM KSFO KOIN KIRO), Mon., Wed., Fri., 7:30-7:45 a.m. (PST). Agency: H. M. Kiesewetter Adv., N. Y.

Network Changes

COCA-COLA Co., Atlanta, on June 25 added 6 CBS stations to *The Pause That Refreshes on the Air*, making a total of 113 CBS stations, Sun. 8-8:30 p.m.

MARS Inc., Chicago (candy bars), on July 13 shifts *Dr. I. Q.* and *Dr. I. Q. Jr.* to Minneapolis. *Dr. I. Q.* is heard on 89 NBC-Red stations, Mon., 9-9:30 p.m., and *Dr. I. Q. Jr.* on 26 Red stations, Sun., 6:30-7 p.m.

CAMPBELL SOUP Co., Camden, N. J. on July 21 replaces *Martha Webster* with *The Man I Married* on 46 CBS stations, Mon. thru Fri., 11:15-11:30 a.m.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted . $30.00

LOW DRIFT - APPROVED BY FCC

Scientific RADIO SERVICE

124 Jackson Ave.
University Park, Md.

Block News Test

BLOCK DRUG Co., Jersey City, is conducting a 13-week test campaign for Stera-Kleen (false tooth cleanser) using *Fred Lang Reviews the News* twice weekly 7:15 a.m. on WNAC, Boston, and WEAN, Providence. If the test proves successful, more stations will be added, according to Redfield-Johnstone, New York, the agency.

Tightened Censorship In Berlin Is Observed As Lanius Is Cut Off

FURTHER indications of the tightening German policy on American broadcasters in Berlin was evidenced last week as Charles Lanius, NBC correspondent in the Nazi capital, was cut off the air by censor for 40 seconds during his regular morning broadcast last Thursday.

This came as the status of Harry Flannery, CBS correspondent in Berlin, was still in doubt after he had been refused radio facilities by the German government in reprisal for statements made on a domestic CBS network by Elmer Davis, CBS news commentator, regarding the air debut of P. G. Wodehouse, "incarcerated" English author.

It had been rumored that Flannery's broadcasting privileges would be restored but as BROADCASTING went to press Friday this report could not be confirmed.

Lanius was cut off the air during a description of a German newsreel depicting the activities of Nazi troops in the war against Russia. The NBC reporter likened the reactions of German troops under fire to a well-drilled American football team which seemed to know exactly what to do next. In some quarters it was thought he was cut off the air because the German censor thought he was trying to convey to his listeners the idea that the pictures were "faked". When Lanius was cut, NBC switched the program to Washington so that when he returned to the air he was not heard by American listeners.

Joint Antenna in Houston

DESPITE a difference in corporate ownership, KXYZ and KPRC, Houston, were authorized by the FCC last Wednesday to make joint use of the same antenna for day and night operation. KXYZ operates on 1470 kc. with 1,000 watts, and KPRC is assigned to 950 kc. with 5,000 watts local sunset and 1,000 night. The latter station, however, is slated for operation on 1320 kc. with 5,000 watts fulltime when KTRH, present occupant of that frequency, shifts to 740 kc. with 50,000 watts, probably later this year. KXYZ is owned by Tilford Jones, nephew of Secretary of Commerce Jesse Jones, and KPRC is controlled by the *Houston Post*.

WHIS, Bluefield, W. Va., has joined NBC as a basic supplementary outlet to both Red and Blue networks, instead of joining the Blue Southeastern Group, as previously announced. The station operates on 1440 kc., 1,000 local sunset and 500 watts night power. Evening hour rate is $80, and charges for cut-in announcements are $7 night, $4 day, and $5 Sunday afternoons.

Florida Citrus to B-S-H

FLORIDA Citrus Commission, Lakeland, Fla., on July 11 announced the appointment of Blackett-Sample-Hummert, New York, as its agency. A five-man committee headed by Thomas B. Swann, chairman of the Commission, had been in New York for over a week conferring with the various agencies bidding for the account. The new agency will handle both fresh and canned fruit advertising for the Commission. Arthur Kudner formerly had the account.

COLOMBIA OUTLET JOINS CBS HOOKUP

CBS has increased its "Network of the Americas" to 62 stations with the addition July 10 of Radio Nutibara, HJDT, in Medellin, Colombia.

In building its Latin American chain, Columbia also is negotiating with other Latin American stations, according to Edmund A. Chester, CBS director of shortwave broadcasting and Latin American relations. CBS aims to provide programs for every one of more than 4,000,000 radio sets below the United States border.

CBS engineers are rushing work on the two 50,000 watt transmitters for WCBX and WCRC, Brentwood, L. I., the network's international stations which originate programs for all points in the world. These two stations will devote eight directional antennas exclusively for transmissions to the south.

Though capable of 19 different broadcasting combinations, five other antennas, with 13 more broadcasting combinations, have been assigned to blanket coverage of Mexico, with provisions for shifting to shortwave toward Europe. These transmitters are to begin operation in September.

Approval of President Awaited on OPM Plan To Start Daylight Time

WHILE an expression of approval from President Roosevelt is expected shortly on the Office of Production Management's request for universal daylight time, as BROADCASTING went to press the recommendation was still on Mr. Roosevelt's desk.

The OPM recommendations, asking the President to request legislation to institute daylight time on a year-round basis, have been at the White House for 10 days or more but the press of other business, it is thought, has kept the President from acting on them. When action comes it will probably in the form of a letter to Congressional leaders.

Last week Sen. Guffey (D-Pa.) introduced a bill in the Senate which would reenact the law of March 19, 1918 to provide "fast" time between the last Sunday in March and the last Sunday in October each year.

Donovan Heads News

APPOINTMENT of William J. (Wild Bill) Donovan, former Army colonel and attorney, as coordinator of information on national security, was announced last Friday by resident Roosevelt. As a civilian official, Col. Donovan "will collect and assemble information and data bearing on national security" from Government agencies and analyze and collate it for the President, it was announced. Previously, it had been reported Col. Donovan would be named chief of military intelligence with a major general's rank. His new work will not duplicate activities of the Army General staff, the regular intelligence services or the FBI.

Bliley
Bliley Quartz Crystals and Mountings are precision-made for all frequencies between 20Kc. and 30Mc. Catalogue G-12 describes the complete line. Write for your copy.
QUARTZ CRYSTALS
FOR GENERAL COMMUNICATION FREQUENCIES
BLILEY ELECTRIC COMPANY
UNION STATION BUILDING
ERIE, PA.

U. S. to Cooperate In Draft Coverage

Names of Those Drawn to Be Made Available Locally

BROADCAST stations will have the cooperation of the Selective Service System in connection with the second registration to be held at 7 p.m. (EST) July 17 in Washington, according to Maj. Ernest M. Culligan, Public Relations Officer.

Replying to a letter from Arthur Stringer, of the NAB, who had written about past difficulty experienced by stations in getting draft information from local boards, Maj. Culligan wrote:

"It is my pleasure to assure you that instructions have been issued to all members of the Selective Service System to make information regarding Selective Service readily available to the press and radio news agencies. During the past several months we have corrected many situations where local boards were reluctant to release information and I am sure that radio stations will not encounter any difficulty in this connection.

Promises to Help

"Should any situation come to your attention that requires corrected action, please advise me and I assure you the matter will be straightened out."

A number of stations complained during the first registration that they were unable to obtain lists of names from local boards at the same time they were released to the press. Mr. Stringer said that Maj. Culligan's statement indicates this difficulty should not be encountered during the second registration. He urged stations to reestablish contacts immediately with local sources of names. Stations were advised to notify NAB headquarters if any difficulty is met.

The drawing of the 750 numbers in the second registration is expected to take about two hours. After the drawing, the news will originate in various centers throughout the country.

Drawn for BROADCASTING by Sid Hix

"Come On! Didn't the Chief Tells Us to Broadcast ALL the Army Games!"

John W. Savage

JOHN W. SAVAGE, 49, assistant to the president of General Electric Co., New York, on July 10 died in Harkness Pavilion, New York. Joining G-E in 1921, Mr. Savage was a specialist in the commercial research department of the company, later becoming manager of that division. He then became assistant to Charles E. Wilson, executive vice-preisdent, retaining that post when Mr. Wilson became president in 1940. Surviving are his wife and mother.

Serutan News

SERUTAN Co., Jersey City, for Serutan and associated products on July 10 will start sponsorship of *Beyond the News With Jay Sims* on WOR, New York, Thursdays 10-10:15 p.m. During the first week in October the program will be expanded to a limited MBS network and changed to a Sunday morning quarter-hour spot on WGN WXYZ WGR WAAB WFIL WHK. Raymond Spector Co., New York, is agency.

Sign UP Service

KGHL, Billings, Mont., has signed a long-term contract for United Press News Service, as has KBWD, Brownwood Tex. Stations renewing long-time up contracts are KOMA, Oklahoma City, KTUL, Tulsa, and WROK, Rockford, Ill.

NAB SALES GROUP HEADED BY CARR

APPOINTMENT of a seven-man executive committee for the sales managers division of the NAB, headed by Eugene Carr, assistant manager of WGAR, Cleveland, was announced last Thursday by NAB President Neville Miller. The committee, pursuant to a board of directors ruling, comprises Chairman Carr, selected at large; one member each representing small, medium and large stations, and one representing each of the networks.

Mr. Carr

John M. Outler Jr., commercial manager of WSB, Atlanta, is the large station representative, with E. Y. Flanigan, commercial manager of WSPD, Toledo, for medium stations, and Robert MacKenzie, manager of WCMI, Ashland, Ky., for small stations. Mr. Flanigan was chairman last year.

Network representatives are Arthur Garfield Hayes, CBS Radio Sales, New York; George H. Frey, sales service manager, NBC eastern division, New York, and Linus Travers, vice-president of the Yankee Network and WAAB, Boston, which is MBS-affiliated.

Chairman Carr conferred in Washington last weekend with Frank E. Pellegrin, director of the NAB department of broadcast Advertising, preparatory to calling the first meeting of the new executive committee later this summer.

Horswell Buying KNET

BERT HORSWELL, onetime Chicago station representative and later manager of KRIC, Beaumont, Tex., has applied to the FCC for authority to purchase KNET, Palestine, Tex., a 100-watt daytime station on 1450 kc. He proposes to pay Boner Frizzell, the present owner, $5,000 for the property. Now employed at KNET, Mr. Horswell would hold 34% of the stock in the new company he has formed to operate the station, with his wife owning 33% and his mother-in-law, Pauline M. Gordon, of Beaumont, the remaining 33%.

THIS GOOD EARTH will soon sprout three new 374-foot towers, permitting WCOP, Boston, to inaugurate fulltime operation. Mayor Maurice J. Tobin is breaking ground for the construction of the three-element directional array. Looking on (l to r), William O'Donnell; John K. Gowen third, director of public relations; Arthur Leary, sales staff; Ashley L. Robison, auditor; Roland C. Hale, chief engineer, and A. N. Armstrong Jr., general manager.

11 STATIONS CARRY OHIO LEGAL SERIES

ELEVEN Ohio stations are broadcasting *Liberty Under Law* under the auspices of local bar associations and the public relations committee of the Ohio State Bar Association. These programs which are presented weekly by transcription containing 15-minute dramatic sketches portraying incidents involving legal questions and the activities of lawyers, showing their relationship to the public and describing their work in upholding and defining the rights of citizens.

The programs are heard on WLOK, Lima; WFMJ, Youngstown; WING, Dayton; WMRN, Marion; WSTV, Steubenville; WPAY, Portsmouth; WIZE, Springfield; WADC, Akron; WICA, Ashtabula; WBNS, Columbus; WSPD, Toledo.

The series was created by Irwin Johnson, director of developmental programs of WBNS, Columbus, and was first broadcast over the station under auspices of the Columbus lawyers in March, 1940. Since that time, the Columbus Bar has presented weekly broadcasts in the series.

A few of the topics covered are "Mr. Fixit," telling how erroneous advice about tax returns may lead otherwise honest citizens into serious trouble; "Right of Assembly," based on a city ordinance prohibiting the use of public parks for the purposes of assembly and "soap-box oratory"; "Freedom of the Press," story of an editor whose over-zealous writings put him behind bars for contempt of court; "Justice for the Soldier," telling of the use of the Soldiers' and Sailors' Relief Act to protect conscriptees while they are away in training camps; "Law Is Illegal," a report of the first known case in Ohio where a judge had the courage to declare an act of the Legislature unconstitutional; "Wanted: Americans Only," showing some of the problems which arise in manufacturing plants where employers insist that all workers be American citizens or take out citizenship papers.

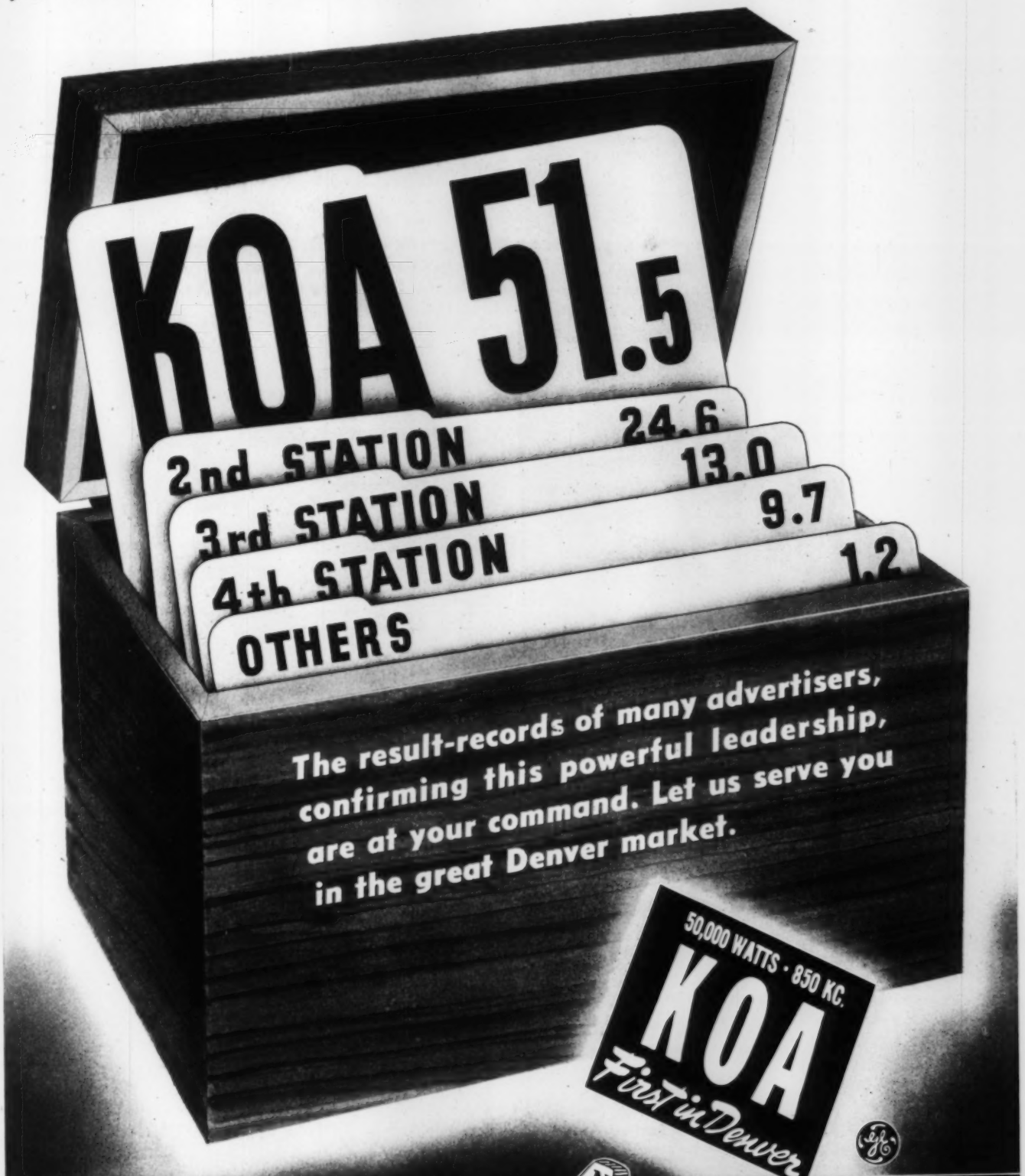
These programs are produced from original scripts and are written and presented by lawyers under Mr. Johnson's supervision. The programs originate in the studios of WBNS and Lowell Riley, of that station's staff, is musical director and supervisor of sound effects. On June 21 the State Bar announced a prize contest open to all lawyers who are members for the best radio scripts to be written for presentation on the air in this series. Scripts entered in the contest are to be judged on the basis of public interest, radio adaptability, dramatic effect and originality.

WGN's FM Nearly Ready

HAVING received FCC permission to proceed with construction of W59C, FM adjunct of WGN, Chicago, Carl J. Meyers, WGN, chief engineer, has announced that the station will go on the air within two weeks as the second FM outlet in the area. Temporary transmitter is located atop the Tribune Tower and will operate with 1,000 watts power. The station expects to be using 50,000 watts by December. There are an estimated 4,000 FM receivers in Chicago, it was stated.

HERE'S THE *Denver* PICTURE

From 12,050 coincidental calls in the Denver City 5c phone area by "Hooper Station Listening Index," the following KOA nighttime audience rating is shown:


KOA 51.5
2nd STATION 24.6
3rd STATION 13.0
4th STATION 9.7
OTHERS 1.2
The result-records of many advertisers, confirming this powerful leadership, are at your command. Let us serve you in the great Denver market.
50,000 WATTS · 850 KC.
KOA
First in Denver
NBC

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